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Sanitary Protection - Serbia

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Abstracts

Despite the effects of the global financial crisis on the Serbian economy, sanitary protection saw both volume and value sales growth in 2009. Multinational companies, which accounted for approximately 63% of retail value sales in 2009, remain the leading player. Meanwhile, domestic producers are typical followers which offer relatively inexpensive reasonable quality products. According to the trade press, the most important factors which influence the consumer purchasing decision are quality,...

Euromonitor International's Sanitary Protection in Serbia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2005-2009, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market ??“ be they new product developments, distribution or pricing issues. Forecasts to 2014 illustrate how the market is set to change.

Product coverage: Boxed Facial Tissues, Disposable Pants, Economy Toilet Paper, Feminine Hygiene Wipes, Household Care Wipes and Floor Cleaning Systems, Light Incontinence, Luxury Toilet Paper, Moderate/Heavy Incontinence, Napkins, Nappies/Diapers, Personal Wipes, Pocket Handkerchiefs, Recycled Toilet Paper, Sanitary Protection Excluding Feminine Hygiene Wipes, Standard Toilet Paper, Tablecloths.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Tissue and Hygiene industry;

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market??™s major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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