

Sleep Aids in Serbia

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Date: October 2017

Pages: 14

Price: US\$ 990.00 (Single User License)

ID: SB0108BEB4AEN

Abstracts

Sleep aids in Serbia recorded high growth rates over the review period. This was fuelled by the strong growth recorded by the bestselling brand Persen. This brand experienced significant growth due to strong marketing support as well as because of improved distribution. Its advertising activities were primarily based on the most important channel – television commercials – but the brand was also heavily promoted through point of sale banners, mostly in pharmacies. However, since the Persen brand...

Euromonitor International's Sleep Aids 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 2012-2016, allowing you to identify the sectors driving growth. Forecasts to 2021 illustrate how the market is set to change.

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

Why buy this report?

Get a detailed picture of the Sleep Aids market;

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.

Euromonitor International has over 40 years' experience of publishing market research

reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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