

Colour Cosmetics in Serbia

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Colour Cosmetics in Serbia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Quality of products and brand loyalty are two traits of colour cosmetics Social media is influencing consumers use of colour cosmetics in 2022 Health and personal care stores a key channel for sales of colour cosmetics in 2022

PROSPECTS AND OPPORTUNITIES

Social media expected to drive demand for colour cosmetics over the forecast period Price sensitivity may reduce purchase and use of colour cosmetics in the forecast period Supermarkets and drugstores likely to remain channel of choice during the forecast period

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