EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

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DISCLAIMER

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Baby and Child-Specific Products in Serbia

KEY DATA FINDINGS

2022 DEVELOPMENTS

More parents buy products on promotion while others buy dermocosmetics for their kids in 2022
Urbanisation and birth rate drives demand for baby and child-specific products
Many consumers look for promotions allowing multinationals to grow value share

PROSPECTS AND OPPORTUNITIES

Rise in skin allergies set to boost sales of sensitive skin care ranges in the forecast period
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Bath and Shower in Serbia

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**2022 DEVELOPMENTS**

Volume sales remain stable due to hygiene trend that persists in 2022
Price sensitive consumers switch to better price-quality brands in 2022
Sustainability trend influences packaging of bath and shower in 2022

**PROSPECTS AND OPPORTUNITIES**

Hygiene trend set to stimulate sales growth over the forecast period
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**Colour Cosmetics in Serbia**

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**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
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**Deodorants in Serbia**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**

Demand for deodorants driven by antiperspirants in 2022 due to its enduring effect
Deodorants offer high discounts in 2022 as many consumers are price sensitive
Parallel imports puts price pressure on retailers in 2022, due to high prices
PROSPECTS AND OPPORTUNITIES

Rising prices set to boost discounts and competition with illegally imported deodorants
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Depilatories in Serbia

KEY DATA FINDINGS

2022 DEVELOPMENTS
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Consumers are more price sensitive in 2022, leading to slower volume sales

PROSPECTS AND OPPORTUNITIES
Sales of depilatories likely to decline in the forecast period as salons become more popular
Leading players expected to maintain positions in the forecast period, due to advertising and product range
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Fragrances in Serbia

KEY DATA FINDINGS

2022 DEVELOPMENTS
Shift to more affordable segments in mass fragrances during 2022
New product development stimulate sales growth in 2022
Rising unit prices and mature competitive landscape results in stable volume sales in 2022

PROSPECTS AND OPPORTUNITIES
Sales expected to be driven by new product development during the forecast period
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Hair Care in Serbia

KEY DATA FINDINGS

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Colourants see sales growth as consumers return to pre-pandemic lifestyles in 2022
Consumers increasingly seek natural ingredients in hair care
Salon professional hair care sales hampered in 2022 due to consumers getting used to caring for their hair at home

PROSPECTS AND OPPORTUNITIES
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Men's Grooming in Serbia

KEY DATA FINDINGS

2022 DEVELOPMENTS
Premium toiletries and fragrances grow at a faster rate than their mass counterparts in 2022
Men's grooming rising in popularity in 2022, with this trend stimulated by social media
Increasing demand for convenient and more advanced men's grooming products

PROSPECTS AND OPPORTUNITIES
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Oral Care in Serbia

KEY DATA FINDINGS

2022 DEVELOPMENTS
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Larger pack sizes and promotions trended in 2022, thanks to consumers’ price sensitivity
New product development is mainly in toothpaste during 2022

PROSPECTS AND OPPORTUNITIES
Demand for oral care likely to be stable over the forecast period as it is a necessity
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Skin Care in Serbia

KEY DATA FINDINGS

2022 DEVELOPMENTS
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Demand for facial care boosted by advertisements and social media in 2022
Consumers have a rising interest in ingredients of facial care in 2022, due to sensitivities

PROSPECTS AND OPPORTUNITIES
Demand likely to be driven by social media and younger consumers in the forecast period
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Sun Care in Serbia

KEY DATA FINDINGS

2022 DEVELOPMENTS
Consumers' return to pre-pandemic lifestyles boost sales in 2022
Consumer awareness about skin care is rising, boosting demand for sun care in 2022
Sun protection remains largest category with most innovation in 2022

PROSPECTS AND OPPORTUNITIES
Sales of sun care to be stable during the forecast period, with most usage in the summer
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Premium Beauty and Personal Care in Serbia

KEY DATA FINDINGS

2022 DEVELOPMENTS
Sales rise as consumers return to pre-pandemic lifestyle in the first half of 2022
Consumers continue buying premium but at a lower price in the second half of 2022
Players concentrate on innovation on skin care, while consumers focus on ingredients in 2022

PROSPECTS AND OPPORTUNITIES
Price sensitive consumers likely to down trade thanks to continuation of rising prices in 2023
Consumers set to remain focused on effective solutions to skin care concerns in the forecast period
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Mass Beauty and Personal Care in Serbia

KEY DATA FINDINGS

2022 DEVELOPMENTS
Although consumers buy lower priced mass products, they are unwilling to down trade in 2022
Retailers increase promotional activity to attract customers in 2022
Mass beauty and personal care mimic their premium and dermocosmetic counterparts, to attract consumers in 2022

PROSPECTS AND OPPORTUNITIES

Price sensitivity and inflation to impact demand in the short term
Manufacturers likely to collaborate with influencers and doctors to add credibility and appeal to younger consumers
Companies with an omnichannel approach is likely to perform better in the forecast period

CATEGORY DATA

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