Baby and Child-Specific Products in Serbia

May 2023

Table of Contents
Baby and Child-Specific Products in Serbia - Category analysis

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
Consumers likely to remain brand loyal but some to shift to private label during the forecast period
Sales growth likely despite expected decline in birth rate over the forecast period

CATEGORY DATA

Table 1 - Sales of Baby and Child-specific Products by Category: Value 2017-2022
Table 2 - Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022
Table 3 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022
Table 4 - NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022
Table 5 - LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022
Table 6 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2019-2022
Table 7 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2019-2022
Table 8 - Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027
Table 9 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027
Table 10 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2022-2027

Beauty and Personal Care in Serbia - Industry Overview

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?

MARKET DATA

Table 11 - Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 12 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 13 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 14 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 15 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 16 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
Table 17 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 18 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 19 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 20 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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