

Fragrances in Bosnia and Herzegovina

June 2022

Table of Contents

KEY DATA FINDINGS

2021 DEVELOPMENTS

Fragrances achieves solid growth, but sales fall short of their pre-COVID-19 level

Premium women's fragrances benefit from the post-COVID-19 normalisation and full reopening of the retail sector in 2021

Private label remains absent from fragrances in 2021

PROSPECTS AND OPPORTUNITIES

Positive performance with the post-pandemic normalisation

Premium fragrance sets/kits to record the strongest growth

E-commerce to help boost sales of fragrances and improve brand offering

CATEGORY DATA

Table 1 - Sales of Fragrances by Category: Value 2016-2021

Table 2 - Sales of Fragrances by Category: % Value Growth 2016-2021

Table 3 - NBO Company Shares of Fragrances: % Value 2017-2021

Table 4 - LBN Brand Shares of Fragrances: % Value 2018-2021

Table 5 - LBN Brand Shares of Premium Men's Fragrances: % Value 2018-2021

Table 6 - LBN Brand Shares of Premium Women's Fragrances: % Value 2018-2021

Table 7 - Forecast Sales of Fragrances by Category: Value 2021-2026

Table 8 - Forecast Sales of Fragrances by Category: % Value Growth 2021-2026

Beauty and Personal Care in Bosnia and Herzegovina - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 9 - Sales of Beauty and Personal Care by Category: Value 2016-2021

Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2016-2021

Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2018-2021

Table 14 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2016-2021

Table 15 - Distribution of Beauty and Personal Care by Format: % Value 2016-2021

Table 16 - Distribution of Beauty and Personal Care by Format and Category: % Value 2021

Table 17 - Forecast Sales of Beauty and Personal Care by Category: Value 2021-2026

Table 18 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2021-2026

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SOURCES

Summary 1 - Research Sources

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