

Sun Care in Serbia

May 2025

Table of Contents

Sun Care in Serbia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Very healthy value growth in 2024

Beiersdorf, with its Nivea brand, continues to hold strong lead

E-commerce sees significant growth

PROSPECTS AND OPPORTUNITIES

Healthy constant value growth over forecast period

Blurring of lines between skin care and sun care

Continuing innovation over forecast period

CATEGORY DATA

Table 1 - Sales of Sun Care by Category: Value 2019-2024

Table 2 - Sales of Sun Care by Category: % Value Growth 2019-2024

Table 3 - Sales of Sun Care by Premium vs Mass: % Value 2019-2024

Table 4 - NBO Company Shares of Sun Care: % Value 2020-2024

Table 5 - LBN Brand Shares of Sun Care: % Value 2021-2024

Table 6 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024

Table 7 - Forecast Sales of Sun Care by Category: Value 2024-2029

Table 8 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

Beauty and Personal Care in Serbia - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for beauty and personal care?

MARKET DATA

Table 9 - Sales of Beauty and Personal Care by Category: Value 2019-2024

Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024

Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024

Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024

Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024

Table 14 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024

Table 15 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024

Table 16 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024

Table 17 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029

Table 18 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sun-care-in-serbia/report.