

Depilatories in Serbia

May 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Razors and blades register highest value growth
Bic continues to lead, but Wilkinson Swords gains most value share
Drugstores continue to account for most value sales

PROSPECTS AND OPPORTUNITIES

Fall in volume sales, due to continuing population decline
Focus on more natural ingredients
Continuing advancements in product offerings

CATEGORY DATA

- Table 1 - Sales of Depilatories by Category: Value 2019-2024
- Table 2 - Sales of Depilatories by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Depilatories: % Value 2020-2024
- Table 4 - LBN Brand Shares of Depilatories: % Value 2021-2024
- Table 5 - Forecast Sales of Depilatories by Category: Value 2024-2029
- Table 6 - Forecast Sales of Depilatories 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 7 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 12 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 13 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 14 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 15 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 16 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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