

Retail Tissue in Serbia

March 2025

Table of Contents

Retail Tissue in Serbia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Essentialness of toilet paper supports value sales Local company Drenik holds on to top spot Bulk purchasing suits supermarkets and hypermarkets

PROSPECTS AND OPPORTUNITIES

Stable growth over forecast period Discounters continue to steal value share Continuing innovation to keep consumers engaged

CATEGORY DATA

Table 1 - Retail Sales of Tissue by Category: Value 2019-2024
Table 2 - Retail Sales of Tissue by Category: % Value Growth 2019-2024
Table 3 - NBO Company Shares of Retail Tissue: % Value 2020-2024
Table 4 - LBN Brand Shares of Retail Tissue: % Value 2021-2024
Table 5 - Forecast Retail Sales of Tissue by Category: Value 2024-2029
Table 6 - Forecast Retail Sales of Tissue by Category: % Value Growth 2024-2029

Tissue and Hygiene in Serbia - Industry Overview

EXECUTIVE SUMMARY

Tissue and hygiene in 2024: The big picture 2024 key trends Competitive landscape Retail developments What next for tissue and hygiene?

MARKET INDICATORS

- Table 7 Birth Rates 2019-2024
- Table 8 Infant Population 2019-2024
- Table 9 Female Population by Age 2019-2024
- Table 10 Total Population by Age 2019-2024
- Table 11 Households 2019-2024
- Table 12 Forecast Infant Population 2024-2029
- Table 13 Forecast Female Population by Age 2024-2029
- Table 14 Forecast Total Population by Age 2024-2029
- Table 15 Forecast Households 2024-2029

MARKET DATA

- Table 16 Retail Sales of Tissue and Hygiene by Category: Value 2019-2024
- Table 17 Retail Sales of Tissue and Hygiene by Category: % Value Growth 2019-2024
- Table 18 NBO Company Shares of Retail Tissue and Hygiene: % Value 2020-2024
- Table 19 LBN Brand Shares of Retail Tissue and Hygiene: % Value 2021-2024
- Table 20 Penetration of Private Label in Retail Tissue and Hygiene by Category: % Value 2019-2024
- Table 21 Distribution of Retail Tissue and Hygiene by Format: % Value 2019-2024
- Table 22 Distribution of Retail Tissue and Hygiene by Format and Category: % Value 2024
- Table 23 Forecast Retail Sales of Tissue and Hygiene by Category: Value 2024-2029
- Table 24 Forecast Retail Sales of Tissue and Hygiene by Category: % Value Growth 2024-2029

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