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International

# Mass Beauty and Personal Care in Bosnia and Herzegovina

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Lower value growth for mass than premium  
Beiersdorf holds on to top spot  
Quality, as well as price, drive value sales

PROSPECTS AND OPPORTUNITIES

Continuing lower value growth than premium  
Multinationals continue to dominate  
Focus on natural and sustainable

CATEGORY DATA

- Table 1 - Sales of Mass Beauty and Personal Care by Category: Value 2019-2024
- Table 2 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2020-2024
- Table 4 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2021-2024
- Table 5 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2024-2029
- Table 6 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2024-2029

Beauty and Personal Care in Bosnia and Herzegovina - 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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/mass-beauty-and-personal-care-in-bosnia-and-herzegovina/report](http://www.euromonitor.com/mass-beauty-and-personal-care-in-bosnia-and-herzegovina/report).