



Euromonitor
International

Mass Beauty and Personal Care in Serbia

July 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Steady Value Growth Driven by Trading Down and Consumer Affordability Focus

Mass Hair Care Leads Value Sales While Colour Cosmetics Shows Strong growth

Private Label Expands Affordable Sun Protection

Chart 1 - Dm Offers Sundance Face Serum with Spf50+

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Serbian Consumers to Prioritise Affordability Amid Steady Growth Prospects

Leading Brands to Innovate Premium Offerings to Combat Private Label Competition

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Key Players Consolidate Leadership Amid Steady Fragmentation

Leading Brands Innovate and Private Label Grows Amid Consumer Price Sensitivity

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Mass Beauty and Personal Care

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Mass Beauty and Personal Care

Chart 12 - Population 2020-2030

Chart 13 - Consumer Expenditure 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Serbia - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Steady Growth Driven by Consumer Price Sensitivity and Evolving Wellness Preferences

Mass Market Expansion Fuels Value Segment Growth

Chart 15 - Nivea Launches Anti-Ageing Serum for Men

Private Label Innovation Reshapes Consumer Behaviour and Market Dynamics

Chart 16 - Private Label Boosts Beauty and Personal Care Market in Serbia

Chart 17 - Value Sales 2020-2030

Chart 18 - Volume Sales 2020-2030

Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Consumer Awareness and Economic Shifts to Drive Steady Growth

Hair Care to Lead in Value While Sun Care Surges

Private Label Innovation and Sustainability to Reshape Consumer Choice and Brand Strategy

Chart 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Their Lead through Innovation and Broad Portfolios

Private Label Product Innovation and Digital Strategies Create Competitive Opportunities

Chart 22 - Company Shares 2025

Chart 23 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead While Discounters and E-Commerce Gain Traction

Online Platforms Expand Reach by Catering to Convenience and Trust Factors

Chart 24 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 25 - Economic Context for Beauty and Personal Care

Chart 26 - Real Gdp Growth 2020-2030

Chart 27 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 28 - Consumer Context for Beauty and Personal Care

Chart 29 - Population 2020-2030

Chart 30 - Consumer Expenditure 2020-2030

Chart 31 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/mass-beauty-and-personal-care-in-serbia/report.