



**Euromonitor
International**

Hair Care in Serbia

July 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

INDUSTRY PERFORMANCE

Steady Retail Value Growth Reflects Strengthening Consumer Demand Amid Demographic Shifts

Premium Salon Professional Hair Care Drives Growth through Innovative Treatments

Chart 1 - Balea Offers a Hair Spray for Grey Hair

Brands Leverage Targeted Innovation to Meet Evolving Hair Care Needs and Lifestyles

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Add-On Hair Care Products and Private Label Expansion to Accelerate Market Growth

Salon Professional Hair Care to Lead Value Growth While Mainstream Products Dominate Volume

Diversified Ingredients and Informed Consumers to Reshape Hair Care Strategies and Innovation

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Position through Distribution and Innovation

Innovation and Distribution Partnerships Create Growth Opportunities for Competitors

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Leverage Expertise and Loyalty to Lead Offline Sales

Retail E-Commerce Grows Rapidly Driven by Convenience and Expert Advice

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Hair Care

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Hair Care

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - 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 17 - Nivea Launches Anti-Ageing Serum for Men

Private Label Innovation Reshapes Consumer Behaviour and Market Dynamics

Chart 18 - Private Label Boosts Beauty and Personal Care Market in Serbia

Chart 19 - Value Sales 2020-2030

Chart 20 - Volume Sales 2020-2030

Chart 21 - 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 22 - Forecast Value Sales 2020-2030

Chart 23 - 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 24 - Company Shares 2025

Chart 25 - 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 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Beauty and Personal Care

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Beauty and Personal Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - 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/hair-care-in-serbia/report.