

# Skin Care in Estonia

April 2024

Table of Contents

## Skin Care in Estonia - Category analysis

### **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

A strong year for skin care products as facial routines remain firmly in place Facial care drives sales with a wide product portfolio boosting growth Global players maintain their lead as L'Oréal tops the skin care landscape

### PROSPECTS AND OPPORTUNITIES

Positive growth as skin care is increasingly viewed as an essential product

Visible results and natural claims will continue to influence product development

Premium facial care drives ongoing growth as consumers invest in their appearance

### **CATEGORY DATA**

Table 1 - Sales of Skin Care by Category: Value 2018-2023

Table 2 - Sales of Skin Care by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Skin Care: % Value 2019-2023

Table 4 - LBN Brand Shares of Skin Care: % Value 2020-2023

Table 5 - LBN Brand Shares of Premium Skin Care: % Value 2020-2023

Table 6 - Forecast Sales of Skin Care by Category: Value 2023-2028

Table 7 - Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

# Beauty and Personal Care in Estonia - Industry Overview

## **EXECUTIVE SUMMARY**

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

# MARKET DATA

Table 8 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 9 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 10 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 11 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 12 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 13 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 14 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 15 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 16 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 17 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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## SOURCES

Summary 1 - Research Sources

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