

Mass Beauty and Personal Care in Germany

June 2023

Table of Contents

Mass Beauty and Personal Care in Germany - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong growth for mass beauty and personal care due to post-pandemic recovery High temperatures drive growth for mass adult sun care and mass deodorants Beiersdorf retains its lead, but L'Oréal narrows the gap

PROSPECTS AND OPPORTUNITIES

Private label likely to threaten mass brands

Mass skin care set to face more competition from premium brands

Mass hair care will remain an important category within mass beauty and personal care

CATEGORY DATA

- Table 1 Sales of Mass Beauty and Personal Care by Category: Value 2017-2022
- Table 2 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2017-2022
- Table 3 NBO Company Shares of Mass Beauty and Personal Care: % Value 2018-2022
- Table 4 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2019-2022
- Table 5 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2022-2027
- Table 6 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2022-2027

Beauty and Personal Care in Germany - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

- Table 7 Sales of Beauty and Personal Care by Category: Value 2017-2022
- Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
- Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
- Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
- Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
- Table 12 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
- Table 13 Distribution of Beauty and Personal Care by Format: % Value 2017-2022
- Table 14 Distribution of Beauty and Personal Care by Format and Category: % Value 2022
- Table 15 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
- Table 16 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 - Research Sources

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