

# Skin Care in Western Europe

August 2022

Table of Contents

## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Western European skin care recording weak performances

Sales immediately return to seeing positive growth in 2021 after 2020's decline

Dominant facial care category just manages to record a positive 2016-2021 CAGR

French skin care experiences a tough time during the historic period

Facial care ensures a positive CAGR for Western European skin care in 2016-2021

Skin care sees improved year-on-year performances in most countries in 2021

Health and beauty specialist retailers account for more than half of skin care sales

E-commerce holds onto its year-earlier gains in 2021

## LEADING COMPANIES AND BRANDS

Top five players generally account for close to or more than half of overall sales

Natural ingredients an increasing trend in new skin care products

Germany, the UK and France the main revenue generators for the top 10 players

La Roche-Posay continues its move up the rankings

## FORECAST PROJECTIONS

Positive growth expected throughout the 2021-2026 period...

...with facial care driving the overall performance

Rising habit persistence for Greece as increasing GDP will boost per capita consumption

## COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Competitive and Retail Landscape

Belgium: Market Context

Belgium: Competitive and Retail Landscape

Denmark: Market Context

Denmark: Competitive and Retail Landscape

Finland: Market Context

Finland: Competitive and Retail Landscape

France: Market Context

France: Competitive and Retail Landscape

Germany: Market Context

Germany: Competitive and Retail Landscape

Greece: Market Context

Greece: Competitive and Retail Landscape

Ireland: Market Context

Ireland: Competitive and Retail Landscape

Italy: Market Context

Italy: Competitive and Retail Landscape

Netherlands: Market Context

Netherlands: Competitive and Retail Landscape

Norway: Market Context

Norway: Competitive and Retail Landscape

Portugal: Market Context

Portugal: Competitive and Retail Landscape

Spain: Market Context

Spain: Competitive and Retail Landscape

Sweden: Market Context

Sweden: Competitive and Retail Landscape  
Switzerland: Market Context  
Switzerland: Competitive and Retail Landscape  
Turkey: Market Context  
Turkey: Competitive and Retail Landscape  
UK: Market Context  
UK: Competitive and Retail Landscape

## 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/skin-care-in-western-europe/report](http://www.euromonitor.com/skin-care-in-western-europe/report).