

Beauty and Personal Care in Western Europe

January 2024

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REGIONAL OVERVIEW

Western Europe seeing below-average growth

Modest growth expected after pandemic and inflation hit sales in 2020 and 2022

Skin care category makes up nearly a quarter of beauty and personal care sales

Dermocosmetics outperforming the overall market in most countries

Colour cosmetics a major casualty of the pandemic, with recovery proving slow

Major sales losses in France and the UK over 2017-2022

Natural products and ingredients enjoying increasing popularity in many countries

Health and beauty specialists lead distribution in Western Europe

E-commerce share gains continue to slow in 2022

LEADING COMPANIES AND BRANDS

Relatively fragmented competitive landscapes in Western European markets

L'Oréal a strong leader in Western European beauty and personal care

Leading players are present across Western Europe

Indie and mass dermoscosmetics brands performing strongly in the UK

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"Clean beauty" increasingly a prerequisite for French consumers

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