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Beauty and personal care in 2022: The big picture
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Competitive landscape
Retailing developments
What next for beauty and personal care?

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DISCLAIMER

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Baby and Child-Specific Products in Slovakia

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2022 DEVELOPMENTS

Growing natural, organic and sustainable offers
Baby and child-specific sun care bounces back as consumers return to international travel
Parents are willing to pay more for baby and children-specific products, despite economic uncertainty

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Household demand for hand sanitisers continues to fall
Competition intensifies with the presence of discounters

PROSPECTS AND OPPORTUNITIES

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“Lipstick effect” sees lip products among the most dynamic performers
Ethical products and offers for price-sensitive consumers attract attention

PROSPECTS AND OPPORTUNITIES

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Brand owners address the demand for natural ingredients

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Wellbeing and wellness trend in fragrances

PROSPECTS AND OPPORTUNITIES
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**Hair Care in Slovakia**

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Return to normality as the pandemic situation eases drives sales of men’s grooming  
Smaller branded players and private label increase the pressure on large multinationals  
Angry Beards sees success in Slovakia

**PROSPECTS AND OPPORTUNITIES**

Men’s skin care and hair care to see healthy growth but men’s shaving is set to struggle to shake off constraints  
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Economic factors and electric toothbrushes exert upward pressure on the average retail unit price
Toothpaste manufacturers respond to the consumer shift to therapeutic and whitening products

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Skin Care in Slovakia

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Beiersdorf and SkinLabo provide innovation

PROSPECTS AND OPPORTUNITIES

Competition remains intense in skin care
E-commerce set to consolidate in skin care
High frequency facial wand the next big thing?
**Sun Care in Slovakia**

**KEY DATA FINDINGS**

**2022 DEVELOPMENTS**
Recovery of sun care as travel restrictions lift
Higher price-sensitivity supports private label retail value share gain
The offer of formats and formulations remains quite stable with some novelties

**PROSPECTS AND OPPORTUNITIES**
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**Premium Beauty and Personal Care in Slovakia**

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**2022 DEVELOPMENTS**
“Lipstick effect” boosts sales of premium colour cosmetics
Social media increases consumer awareness of brands and their benefits
Premium products surge as consumers return to physical stores

**PROSPECTS AND OPPORTUNITIES**
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KEY DATA FINDINGS

2022 DEVELOPMENTS
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Strong rebound of mass fragrances
Mass beauty and personal care benefits from consumers trading down

PROSPECTS AND OPPORTUNITIES
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