Beauty and Personal Care in Slovakia

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
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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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2023 DEVELOPMENTS

Consumer demand remains resilient in face of price increases in baby and child-specific products
Baby and child-specific sun care continue to perform well
Brands and private label seek to reduce their carbon footprint

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Intimate washes record growth in both retail value and volume

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Lipstick effect stirs up demand for colour cosmetics

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Brands that embrace natural ingredients are highly desirable

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**Hair Care in Slovakia**

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Salon professional hair care outperforms the entire hair care category
L’Oréal Slovensko gains value share at the expense of Henkel Slovensko

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E-commerce remains an important channel regardless of slowdown
Toothpaste remains the largest category by volume

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Mildly positive outlook as consumers focuses on preventative dental care
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Skin Care in Slovakia

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Skin care records healthy retail value growth fuelled by face care
Skinimalism gains further consumer interest
Inflationary pressures stifle potential volume growth in skin care

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Targeted skin care will thrive over the forecast period
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Sun care records robust growth
Private label faces supply issues in 2023
Preventative health and rising demand for higher SPF sun protection

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Bright outlook for sun care as climate warms and travel industry thrives
Certified products will continue to gain further share
Lines to blur between skin care and sun care

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Sun Care in Slovakia

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2023 DEVELOPMENTS
Sun care records robust growth
Private label faces supply issues in 2023
Preventative health and rising demand for higher SPF sun protection

PROSPECTS AND OPPORTUNITIES
Bright outlook for sun care as climate warms and travel industry thrives
Certified products will continue to gain further share
Lines to blur between skin care and sun care

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Premium Beauty and Personal Care in Slovakia

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Skin care and sun care are clear winners in premium segment
Blurred lines across channels supports growth as consumers shop all in one place
Premium categories fared well despite high inflation

PROSPECTS AND OPPORTUNITIES
Premium skin care set to perform rather well over the forecast period
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Consumers will look for cost-saving options when purchasing premium products

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Mass segment records solid growth in current value terms
Discounters gain share due to inflationary climate
Mass skin care is most dynamic category

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Multinationals will continue to shape beauty and personal care challenged by private label

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