Beauty and Personal Care in Ireland

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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2023 DEVELOPMENTS

Stable results as consumers continue to invest in specific products for children
Sun care posts the strongest results as parents prioritise children’s health
Johnson & Johnson retains its lead while private label gains ground

PROSPECTS AND OPPORTUNITIES

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Ongoing recovery for body wash/shower gel as consumers return to socialising
While major players lead, share is lost to private label options

PROSPECTS AND OPPORTUNITIES

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Colour Cosmetics in Ireland

KEY DATA FINDINGS

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Rising inflation limits demand for premium colour cosmetics in 2023
Lip and face products drive sales, supported by new launches in these areas
Sales Cosmetics Ltd maintains its lead through an appealing price-quality ratio

PROSPECTS AND OPPORTUNITIES

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Socialising, exercising, and a return to the office drives positive results for deodorants. High temperatures support sales across Ireland during 2023. Unilever retains its first place, offering leading brands on the landscape.

**PROSPECTS AND OPPORTUNITIES**

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**Depilatories in Ireland**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

At home treatments support sales as consumers migrate away from salons. Innovations focus on sustainability and efficiency to align with consumer demands. Procter & Gamble retains its lead; however, share is lost as private label gains ground.

**PROSPECTS AND OPPORTUNITIES**

Higher levels of socialising drives sales and supports growth in depilatories. Natural home-made alternatives offer competition across the forecast period. Convenience and skinification to support sales over the forecast period.

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**Fragrances in Ireland**

**KEY DATA FINDINGS**

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Premium fragrances maintain the top spots despite rising inflation. Influencers and social media supports sales of small players on the fragrance landscape. Well-known players retain the lead as price-sensitive consumers turn to familiarity.

**PROSPECTS AND OPPORTUNITIES**

The recovering economy drives spending on fragrances across the forecast period. Retailing to support sustainability as stores offer fragrance refills.
Mood-enhancing fragrances align with health and wellness trends

**CATEGORY DATA**

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**Hair Care in Ireland**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Consumers move away from salons to save costs, benefiting sales of hair care
Salon professional hair care benefits from consumers seeking a professional, sleek look
L’Oréal UK maintains its top spot, while smaller brands continue to gain ground

**PROSPECTS AND OPPORTUNITIES**

Salon visits challenge growth, however, salon professional hair care drives volume sales
Hair health matters as players launch specialised hair care goods
Customisation trend to expand across the forecast period

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**Men's Grooming in Ireland**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Men shift to sharing products with the family, limiting growth in men's grooming
Competition from small electronic devices challenges sales in men's grooming
Procter & Gamble retains its lead as Gillette aligns with the manscaping trend

**PROSPECTS AND OPPORTUNITIES**

The recovery of the economy to support sales as sustainability shapes innovation
Targeted products and added-value positions bolster retail value growth
The rising no hair trend shapes product launches and increases competition
KEY DATA FINDINGS

2023 DEVELOPMENTS

The essential status of oral health drives sales during tough economic times
Tooth whiteners drive retail volume growth as consumers desire a perfect smile
Major players retain the lead while private label options gains ground in 2023

PROSPECTS AND OPPORTUNITIES

The economic recovery aids sales, however, professional tooth whitening is a threat
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CATEGORY DATA

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Skin Care in Ireland

KEY DATA FINDINGS

2023 DEVELOPMENTS

Multifunctional products grow in popularity as consumers look to save costs
Consumers search for key skin care ingredients with scientific backing
L’Oréal loses share as Allegro Ltd and smaller players gain ground

PROSPECTS AND OPPORTUNITIES

Skin care brands focus on superfood ingredients and a social purpose
Skin care increasingly blurs lines with colour cosmetics and SPF to add value
Local brands are set to rise as domestic players launch in the premium segment
### Key Data Findings

#### 2023 Developments
- A return to holidays and the rising awareness of sun protection support sales
- Competition from other products challenges sales of sun care in Ireland
- L’Oréal (UK) retains its lead, however, share is lost to Allegro Ltd with Nivea Sun

#### Prospects and Opportunities
- Positive economic factors drive demand for holidays and boost sales for sun care
- Natural ingredients, self-care and preventative health boost forecast growth
- Opportunity for growth as players market sun care as a year-round product

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### Sun Care in Ireland

#### Key Data Findings

#### 2023 Developments
- Premium options perform well within both fragrances and colour cosmetics
- L’Oréal retains the lead, while competition rises from dermo-cosmetics
- Online engagement tools drive sales in premium beauty and personal care

#### Prospects and Opportunities
- A recovering economy aids sales of premium offerings over the forecast period
- Innovation to focus on sustainability, with retailers set to provide refill options
- Players focus on launching electronic devices to improve efficacy

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### Premium Beauty and Personal Care in Ireland

#### Key Data Findings

#### 2023 Developments
- Premium options perform well within both fragrances and colour cosmetics
- L’Oréal retains the lead, while competition rises from dermo-cosmetics
- Online engagement tools drive sales in premium beauty and personal care

#### Prospects and Opportunities
- A recovering economy aids sales of premium offerings over the forecast period
- Innovation to focus on sustainability, with retailers set to provide refill options
- Players focus on launching electronic devices to improve efficacy

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KEY DATA FINDINGS

2023 DEVELOPMENTS
Declining disposable incomes lead consumers to focus on essential items
Trading down negatively impacts sales of some mass market brands
L’Oréal retains its lead, while smaller players gain ground on the landscape

PROSPECTS AND OPPORTUNITIES
Rising disposable incomes will lead some consumers to migrate to premium goods
Gender-neutral, multifunctional products gain ground in Ireland
Local ranges thrive while retailers focus on their own lines of beauty and personal care

CATEGORY DATA
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