EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 1 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby and Child-Specific Products in Sweden

KEY DATA FINDINGS

2023 DEVELOPMENTS

Minimalist approach and evolving segmentation
Birth rates and baby and child-specific toiletries
Baby and child-specific sun care: A dynamic category

PROSPECTS AND OPPORTUNITIES

Stable growth fuelled by segmentation and clean beauty
Clean beauty takes centre stage
Sun care: A bright outlook

CATEGORY DATA

Table 11 - Sales of Baby and Child-specific Products by Category: Value 2018-2023
Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023
Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023
Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023
Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023
Table 16 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023
Table 17 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023
Table 18 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023
Table 19 - Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028
Table 20 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028
Table 21 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

Bath and Shower in Sweden
KEY DATA FINDINGS

2023 DEVELOPMENTS

A mature product area with premium aspirations
Diverging fortunes in the soap category
Premiumisation gains traction in body wash/shower gel

PROSPECTS AND OPPORTUNITIES

Stability reigns with premiumisation as the engine
Liquid innovation and design emphasis for soaps and shower gels
Niche potential in intimate washes and bath additives

CATEGORY DATA

Table 22 - Sales of Bath and Shower by Category: Value 2018-2023
Table 23 - Sales of Bath and Shower by Category: % Value Growth 2018-2023
Table 24 - Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023
Table 25 - NBO Company Shares of Bath and Shower: % Value 2019-2023
Table 26 - LBN Brand Shares of Bath and Shower: % Value 2020-2023
Table 27 - LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023
Table 28 - Forecast Sales of Bath and Shower by Category: Value 2023-2028
Table 29 - Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028
Table 30 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

Colour Cosmetics in Sweden

KEY DATA FINDINGS

2023 DEVELOPMENTS

Thriving on premiumisation and innovation
Premiumisation reigns supreme as clean beauty takes centre stage
Mass market stays relevant with innovation and inclusivity

PROSPECTS AND OPPORTUNITIES

Premiumisation persists
Mass colour cosmetics adapts
The rise of niche brands and digital influence

CATEGORY DATA

Table 31 - Sales of Colour Cosmetics by Category: Value 2018-2023
Table 32 - Sales of Colour Cosmetics by Category: % Value Growth 2018-2023
Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2019-2023
Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2020-2023
Table 35 - LBN Brand Shares of Eye Make-up: % Value 2020-2023
Table 36 - LBN Brand Shares of Facial Make-up: % Value 2020-2023
Table 37 - LBN Brand Shares of Lip Products: % Value 2020-2023
Table 38 - LBN Brand Shares of Nail Products: % Value 2020-2023
Table 39 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023
Table 40 - Forecast Sales of Colour Cosmetics by Category: Value 2023-2028
Table 41 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

Deodorants in Sweden

KEY DATA FINDINGS

2023 DEVELOPMENTS
Stagnant sales and the rise of discount stores
Deodorant roll-ons: A saturated market under pressure
Deodorant sticks: A premium niche carving out growth

PROSPECTS AND OPPORTUNITIES
Stagnant growth with pockets of opportunity
Roll-ons and sticks: The mainstays
A niche revival for sprays and creams?

CATEGORY DATA
Table 42 - Sales of Deodorants by Category: Value 2018-2023
Table 43 - Sales of Deodorants by Category: % Value Growth 2018-2023
Table 44 - Sales of Deodorants by Premium vs Mass: % Value 2018-2023
Table 45 - NBO Company Shares of Deodorants: % Value 2019-2023
Table 46 - LBN Brand Shares of Deodorants: % Value 2020-2023
Table 47 - LBN Brand Shares of Premium Deodorants: % Value 2020-2023
Table 48 - Forecast Sales of Deodorants by Category: Value 2023-2028
Table 49 - Forecast Sales of Deodorants by Category: % Value Growth 2023-2028
Table 50 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

Depilatories in Sweden

KEY DATA FINDINGS
2023 DEVELOPMENTS
Stagnant growth and the rise of discount stores
Estrid: Disrupting the duopoly with a subscription model
Skinification: A driver of value

PROSPECTS AND OPPORTUNITIES
Stagnant growth and the rise of discount stores
Estrid: Disrupting with convenience and skinification
Limited impact from alternatives and continued focus on skin benefits

CATEGORY DATA
Table 51 - Sales of Depilatories by Category: Value 2018-2023
Table 52 - Sales of Depilatories by Category: % Value Growth 2018-2023
Table 53 - Sales of Women's Razors and Blades by Type: % Value Breakdown 2019-2023
Table 54 - NBO Company Shares of Depilatories: % Value 2019-2023
Table 55 - LBN Brand Shares of Depilatories: % Value 2020-2023
Table 56 - Forecast Sales of Depilatories by Category: Value 2023-2028
Table 57 - Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

Fragrances in Sweden

KEY DATA FINDINGS
2023 DEVELOPMENTS
A premium deluge: A quest for distinction
A mass market revival: Familiar faces return
Diverging approaches to growth in mass vs premium fragrances

PROSPECTS AND OPPORTUNITIES
Premiumisation takes centre stage
Beyond traditional categories: The rise of premium sets
Maintaining momentum: A market reaching maturity

CATEGORY DATA

Table 58 - Sales of Fragrances by Category: Value 2018-2023
Table 59 - Sales of Fragrances by Category: % Value Growth 2018-2023
Table 60 - NBO Company Shares of Fragrances: % Value 2019-2023
Table 61 - LBN Brand Shares of Fragrances: % Value 2020-2023
Table 62 - LBN Brand Shares of Premium Men’s Fragrances: % Value 2020-2023
Table 63 - LBN Brand Shares of Premium Women’s Fragrances: % Value 2020-2023
Table 64 - Forecast Sales of Fragrances by Category: Value 2023-2028
Table 65 - Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

Hair Care in Sweden

KEY DATA FINDINGS

2023 DEVELOPMENTS

A booming market with nuanced growth
Hair treatments: A growing obsession
Salon professional brands take centre stage

PROSPECTS AND OPPORTUNITIES

A tale of two cities: Premiumisation vs. value
Natural takes centre stage
Segmentation drives personalisation

CATEGORY DATA

Table 66 - Sales of Hair Care by Category: Value 2018-2023
Table 67 - Sales of Hair Care by Category: % Value Growth 2018-2023
Table 68 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023
Table 69 - NBO Company Shares of Hair Care: % Value 2019-2023
Table 70 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023
Table 71 - LBN Brand Shares of Hair Care: % Value 2020-2023
Table 72 - LBN Brand Shares of Colourants: % Value 2020-2023
Table 73 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023
Table 74 - LBN Brand Shares of Styling Agents: % Value 2020-2023
Table 75 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023
Table 76 - Forecast Sales of Hair Care by Category: Value 2023-2028
Table 77 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028
Table 78 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

Men’s Grooming in Sweden

KEY DATA FINDINGS

2023 DEVELOPMENTS

A growing focus on targeted products
Shaving: A market in flux
Skin care: Balancing mass and premium

PROSPECTS AND OPPORTUNITIES

A category poised for expansion: Segmentation is key
Shaving: Adapting to evolving preferences
Skin care: Unveiling hidden potential
CATEGORY DATA

Table 79 - Sales of Men’s Grooming by Category: Value 2018-2023
Table 80 - Sales of Men’s Grooming by Category: % Value Growth 2018-2023
Table 81 - Sales of Men’s Razors and Blades by Type: % Value Breakdown 2020-2023
Table 82 - Sales of Men’s Skin Care by Type: % Value Breakdown 2020-2023
Table 83 - NBO Company Shares of Men’s Grooming: % Value 2019-2023
Table 84 - LBN Brand Shares of Men’s Grooming: % Value 2020-2023
Table 85 - LBN Brand Shares of Men’s Razors and Blades: % Value 2020-2023
Table 86 - Forecast Sales of Men’s Grooming by Category: Value 2023-2028
Table 87 - Forecast Sales of Men’s Grooming by Category: % Value Growth 2023-2028

KEY DATA FINDINGS

2023 DEVELOPMENTS
A mature product area with steady growth
Electric toothbrushes: Powering up
Peripheral products: Stepping up to the plate

PROSPECTS AND OPPORTUNITIES
Embracing stability
Innovation inspires growth
The road ahead

CATEGORY DATA

Table 88 - Sales of Oral Care by Category: Value 2018-2023
Table 89 - Sales of Oral Care by Category: % Value Growth 2018-2023
Table 90 - Sales of Toothbrushes by Category: Value 2018-2023
Table 91 - Sales of Toothbrushes by Category: % Value Growth 2018-2023
Table 92 - Sales of Toothpaste by Type: % Value Breakdown 2019-2023
Table 93 - NBO Company Shares of Oral Care: % Value 2019-2023
Table 94 - LBN Brand Shares of Oral Care: % Value 2020-2023
Table 95 - LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023
Table 96 - LBN Brand Shares of Toothpaste: % Value 2020-2023
Table 97 - Forecast Sales of Oral Care by Category: Value 2023-2028
Table 98 - Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
Table 99 - Forecast Sales of Toothbrushes by Category: Value 2023-2028
Table 100 - Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

Skin Care in Sweden

KEY DATA FINDINGS

2023 DEVELOPMENTS
Indulgence at home: A lingering trend
Premiumisation reigns supreme
Mass skin care muscles up

PROSPECTS AND OPPORTUNITIES
A premium powerhouse
Niche brands take centre stage
Demographics drive growth
### CATEGORY DATA

**Table 101** - Sales of Skin Care by Category: Value 2018-2023
**Table 102** - Sales of Skin Care by Category: % Value Growth 2018-2023
**Table 103** - NBO Company Shares of Skin Care: % Value 2019-2023
**Table 104** - LBN Brand Shares of Skin Care: % Value 2020-2023
**Table 105** - LBN Brand Shares of Basic Moisturisers: % Value 2020-2023
**Table 106** - LBN Brand Shares of Anti-agers: % Value 2020-2023
**Table 107** - LBN Brand Shares of Firming Body Care: % Value 2020-2023
**Table 108** - LBN Brand Shares of General Purpose Body Care: % Value 2020-2023
**Table 109** - LBN Brand Shares of Premium Skin Care: % Value 2020-2023
**Table 110** - Forecast Sales of Skin Care by Category: Value 2023-2028
**Table 111** - Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

### 2023 DEVELOPMENTS

Sun protection reigns supreme
Self-tanning makes a comeback
Weather dependence and rising awareness

### PROSPECTS AND OPPORTUNITIES

Sunshine and education drive growth
Innovation reshapes sun protection and aftersun
Self-tanning gets smarter

**Table 112** - Sales of Sun Care by Category: Value 2018-2023
**Table 113** - Sales of Sun Care by Category: % Value Growth 2018-2023
**Table 114** - NBO Company Shares of Sun Care: % Value 2019-2023
**Table 115** - LBN Brand Shares of Sun Care: % Value 2020-2023
**Table 116** - LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023
**Table 117** - Forecast Sales of Sun Care by Category: Value 2023-2028
**Table 118** - Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

### Premium Beauty and Personal Care in Sweden

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

A premium surge fuelled by innovation and personalisation
Niche brands carve out a space in a crowded market
Clean beauty takes centre stage

**PROSPECTS AND OPPORTUNITIES**

Unstoppable growth and evolving consumer preferences
Blurring the lines between categories
The rise of affordable premium

**Table 119** - Sales of Premium Beauty and Personal Care by Category: Value 2018-2023
**Table 120** - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023
**Table 121** - NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023
KEY DATA FINDINGS

2023 DEVELOPMENTS
Resilience and reinvention in the face of premiumisation
Dermocosmetics and premium sun care go mass
The power of brands in fragrances and colour cosmetics

PROSPECTS AND OPPORTUNITIES
Stable performance and strategic adaptation
The rise of low-cost stores and the impact on grocery-focused categories
Beauty and personal care retailers drive growth in key categories

CATEGORY DATA

Table 125 - Sales of Mass Beauty and Personal Care by Category: Value 2018-2023
Table 126 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 127 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023
Table 128 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023
Table 129 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028
Table 130 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

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, focusing 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.