Beauty and Personal Care in Croatia

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture
2022 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 2017-2022
Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby and Child-Specific Products in Croatia

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers seek higher quality baby and child-specific products
Rebound in travel supports sun-care
Brands segment category with focus on demographics

PROSPECTS AND OPPORTUNITIES

Sustainable and natural products are increasingly important for Croatians
Positive growth ahead for baby and child-specific category
Drugstores/parapharmacies to consolidate position as leading distribution channel

CATEGORY DATA

Table 11 - Sales of Baby and Child-specific Products by Category: Value 2017-2022
Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022
Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022
Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022
Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022
Table 16 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2019-2022
Table 17 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2019-2022
Table 18 - Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027
Table 19 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027
Table 20 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2022-2027

Bath and Shower in Croatia

KEY DATA FINDINGS
2022 DEVELOPMENTS
Consumption remains resilient in face of higher prices
Eco-friendly products gain appeal in bath and shower
Drugstores are prominent bath and shower

PROSPECTS AND OPPORTUNITIES
Retail volume growth will be limited
E-commerce channel to remain important
Eco-friendly products will play bigger role in product development

CATEGORY DATA
Table 21 - Sales of Bath and Shower by Category: Value 2017-2022
Table 22 - Sales of Bath and Shower by Category: % Value Growth 2017-2022
Table 23 - Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022
Table 24 - NBO Company Shares of Bath and Shower: % Value 2018-2022
Table 25 - LBN Brand Shares of Bath and Shower: % Value 2019-2022
Table 26 - LBN Brand Shares of Premium Bath and Shower: % Value 2019-2022
Table 27 - Forecast Sales of Bath and Shower by Category: Value 2022-2027
Table 28 - Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027
Table 29 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2022-2027

Colour Cosmetics in Croatia

KEY DATA FINDINGS

2022 DEVELOPMENTS
Colour cosmetics continues its recovery in 2022
Organic and sustainable products still an emerging trend
E-commerce holds strong appeal in colour cosmetics

PROSPECTS AND OPPORTUNITIES
Steady growth ahead in colour cosmetics
Clean beauty trends expected to gather pace
Social commerce and digitalisation to support full recovery

CATEGORY DATA
Table 30 - Sales of Colour Cosmetics by Category: Value 2017-2022
Table 31 - Sales of Colour Cosmetics by Category: % Value Growth 2017-2022
Table 32 - Sales of Colour Cosmetics by Premium vs Mass: % Value 2017-2022
Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2018-2022
Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2019-2022
Table 35 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022
Table 36 - Forecast Sales of Colour Cosmetics by Category: Value 2022-2027
Table 37 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027
Table 38 - Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2022-2027

Deodorants in Croatia

KEY DATA FINDINGS

2022 DEVELOPMENTS
Natural and organic is a prominent trend in deodorants
Multinationals face competition from local brands and private labels
Deodorants spray format remains relevant to consumers
PROSPECTS AND OPPORTUNITIES
Shift back to workplaces to support category growth
Healthier and sustainable products
Discounting trend to suppress value growth

CATEGORY DATA
Table 39 - Sales of Deodorants by Category: Value 2017-2022
Table 40 - Sales of Deodorants by Category: % Value Growth 2017-2022
Table 41 - Sales of Deodorants by Premium vs Mass: % Value 2017-2022
Table 42 - NBO Company Shares of Deodorants: % Value 2018-2022
Table 43 - LBN Brand Shares of Deodorants: % Value 2019-2022
Table 44 - LBN Brand Shares of Premium Deodorants: % Value 2019-2022
Table 45 - Forecast Sales of Deodorants by Category: Value 2022-2027
Table 46 - Forecast Sales of Deodorants by Category: % Value Growth 2022-2027
Table 47 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2022-2027

Depilatories in Croatia

KEY DATA FINDINGS
2022 DEVELOPMENTS
Recovery in sales but threat from substitutes is a pressing issue for depilatories
Consumers rely heavily on discounting in more difficult economic landscape
Competition intensifies between distribution channels

PROSPECTS AND OPPORTUNITIES
Steady growth ahead for depilatories
Convenience and value for money will be key for consumers
Threat of substitute products to subside

CATEGORY DATA
Table 48 - Sales of Depilatories by Category: Value 2017-2022
Table 49 - Sales of Depilatories by Category: % Value Growth 2017-2022
Table 50 - NBO Company Shares of Depilatories: % Value 2018-2022
Table 51 - LBN Brand Shares of Depilatories: % Value 2019-2022
Table 52 - Forecast Sales of Depilatories by Category: Value 2022-2027
Table 53 - Forecast Sales of Depilatories by Category: % Value Growth 2022-2027

Fragrances in Croatia

KEY DATA FINDINGS
2022 DEVELOPMENTS
Fragrances achieves slower growth due to economic factors
Direct sellers under threat as channel loses appeal
E-commerce gains strength for mass and premium fragrances

PROSPECTS AND OPPORTUNITIES
Fragrances face moderate growth led by women’s segment
Gender-neutral fragrances will launch targeting younger generations
E-commerce has opportunity for further growth

CATEGORY DATA
Table 54 - Sales of Fragrances by Category: Value 2017-2022
### Hair Care in Croatia

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Hair care achieves recovery despite threat of inflation
Solid bar/shampoos emerge as eco-conscious demands increase
Scalp care treatments emerge in premium and mass segments

#### PROSPECTS AND OPPORTUNITIES

Consumers to widen repertoire of hair care products
Innovations to focus on natural/herbal products
E-commerce expected to gather pace

#### CATEGORY DATA

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>62</td>
<td>Sales of Hair Care by Category: Value 2017-2022</td>
</tr>
<tr>
<td>63</td>
<td>Sales of Hair Care by Category: % Value Growth 2017-2022</td>
</tr>
<tr>
<td>64</td>
<td>Sales of Hair Care by Premium vs Mass: % Value 2017-2022</td>
</tr>
<tr>
<td>65</td>
<td>NBO Company Shares of Hair Care: % Value 2018-2022</td>
</tr>
<tr>
<td>66</td>
<td>LBN Brand Shares of Hair Care: % Value 2019-2022</td>
</tr>
<tr>
<td>67</td>
<td>NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022</td>
</tr>
<tr>
<td>68</td>
<td>LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022</td>
</tr>
<tr>
<td>69</td>
<td>LBN Brand Shares of Premium Hair Care: % Value 2019-2022</td>
</tr>
<tr>
<td>70</td>
<td>Forecast Sales of Hair Care by Category: Value 2022-2027</td>
</tr>
<tr>
<td>71</td>
<td>Forecast Sales of Hair Care by Category: % Value Growth 2022-2027</td>
</tr>
<tr>
<td>72</td>
<td>Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027</td>
</tr>
</tbody>
</table>

### Men's Grooming in Croatia

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Consumption slows but the interest in men's grooming remains strong
Sales of men's razors rise online amid downturn in demand for men's shaving
Procter & Gamble leads in men's grooming

#### PROSPECTS AND OPPORTUNITIES

Refocus on men's grooming regimes to support category growth
Men's grooming to gain popularity amid cultural shifts and advertising
Premium brands face growth from pandemic recovery

#### CATEGORY DATA

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>73</td>
<td>Sales of Men's Grooming by Category: Value 2017-2022</td>
</tr>
<tr>
<td>74</td>
<td>Sales of Men's Grooming by Category: % Value Growth 2017-2022</td>
</tr>
<tr>
<td>75</td>
<td>Sales of Men's Razors and Blades by Type: % Value Breakdown 2019-2022</td>
</tr>
<tr>
<td>76</td>
<td>Sales of Men's Skin Care by Type: % Value Breakdown 2019-2022</td>
</tr>
</tbody>
</table>
Oral Care in Croatia

KEY DATA FINDINGS

2022 DEVELOPMENTS
Oral care remains resilient as household budgets come under pressure
Players push electric toothbrushes and oral irrigators
Manual toothbrushes still overwhelmingly preferred by Croatians

PROSPECTS AND OPPORTUNITIES
Oral care will continue to benefit from improved cleaning routines
Natural-based product innovation expected to evolve in oral care
E-commerce sales predicted to rise in oral care

CATEGORY DATA
Table 82 - Sales of Oral Care by Category: Value 2017-2022
Table 83 - Sales of Oral Care by Category: % Value Growth 2017-2022
Table 84 - Sales of Toothbrushes by Category: Value 2017-2022
Table 85 - Sales of Toothbrushes by Category: % Value Growth 2017-2022
Table 86 - Sales of Toothpaste by Type: % Value Breakdown 2018-2022
Table 87 - NBO Company Shares of Oral Care: % Value 2018-2022
Table 88 - LBN Brand Shares of Oral Care: % Value 2019-2022
Table 89 - NBO Company Shares of Oral Care: % Value 2018-2022
Table 90 - Forecast Sales of Oral Care by Category: Value 2022-2027
Table 91 - Forecast Sales of Oral Care by Category: % Value Growth 2022-2027
Table 92 - Forecast Sales of Toothbrushes by Category: Value 2022-2027
Table 93 - Forecast Sales of Toothbrushes by Category: % Value Growth 2022-2027

Skin Care in Croatia

KEY DATA FINDINGS

2022 DEVELOPMENTS
Skin care stronger than ever in 2022
Highly concentrated skin care products in demand
Private label increases share as retailers ramp up activity

PROSPECTS AND OPPORTUNITIES
Low and steady growth predicted for skin care category
Environmental concerns feed into skin care developments
E-commerce expected to gather pace especially among younger generation

CATEGORY DATA
Table 93 - Sales of Skin Care by Category: Value 2017-2022
Table 94 - Sales of Skin Care by Category: % Value Growth 2017-2022
Table 95 - NBO Company Shares of Skin Care: % Value 2018-2022
Table 96 - LBN Brand Shares of Skin Care: % Value 2019-2022
Table 97 - LBN Brand Shares of Premium Skin Care: % Value 2019-2022
Table 98 - Forecast Sales of Skin Care by Category: Value 2022-2027
Table 99 - Forecast Sales of Skin Care by Category: % Value Growth 2022-2027

Sun Care in Croatia

KEY DATA FINDINGS

2022 DEVELOPMENTS
Sun care shows second year of strong progress
Premium self-tanning shows promising growth
Beiersdorf consolidates lead in sun care

PROSPECTS AND OPPORTUNITIES
Mass sun care to outperform premium sun care
Expansion of international tourism offers promising growth opportunities in sun care
Little change in distribution of sun care

CATEGORY DATA
Table 100 - Sales of Sun Care by Category: Value 2017-2022
Table 101 - Sales of Sun Care by Category: % Value Growth 2017-2022
Table 102 - Sales of Sun Care by Premium vs Mass: % Value 2017-2022
Table 103 - NBO Company Shares of Sun Care: % Value 2018-2022
Table 104 - LBN Brand Shares of Sun Care: % Value 2019-2022
Table 105 - LBN Brand Shares of Premium Adult Sun Care: % Value 2019-2022
Table 106 - Forecast Sales of Sun Care by Category: Value 2022-2027
Table 107 - Forecast Sales of Sun Care by Category: % Value Growth 2022-2027

Premium Beauty and Personal Care in Croatia

KEY DATA FINDINGS

2022 DEVELOPMENTS
Premium segment continues recovery in 2022
Colour cosmetics enjoys another year of strong recovery
L’Oréal Adria doo enjoys solid lead in premium segment

PROSPECTS AND OPPORTUNITIES
Premium beauty faces promising growth
E-commerce faces promising growth
Media coverage will be notable driver for premium segment

CATEGORY DATA
Table 108 - Sales of Premium Beauty and Personal Care by Category: Value 2017-2022
Table 109 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 110 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022
Table 111 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022
Table 112 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2022-2027
Table 113 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2022-2027

Mass Beauty and Personal Care in Croatia

KEY DATA FINDINGS

2022 DEVELOPMENTS
Mass beauty and personal care value sales rise in line with inflation
Skin care provides strong growth injection to mass segment
Local brands leverage digital channels to gain foothold in mass segment

PROSPECTS AND OPPORTUNITIES
Solid growth prospects in an increasingly difficult economic climate
E-commerce channels to gain popularity
Natural and organic trend to lead innovation in mass segment

CATEGORY DATA
Table 114 - Sales of Mass Beauty and Personal Care by Category: Value 2017-2022
Table 115 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 116 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2018-2022
Table 117 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2019-2022
Table 118 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2022-2027
Table 119 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2022-2027

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