Skin Care in Israel

May 2023

Table of Contents
Skin Care in Israel - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Skin specific face masks launched in 2022 as consumers pamper more at home
Dermocosmetics records robust sales growth in 2022, due to demand for natural and healthier products
L’Oréal continues leading skin care in 2022 thanks to strong marketing abilities

PROSPECTS AND OPPORTUNITIES
Price increases expected in the short term due to few price rises in 2022
Skin whitening likely to continue declining over the forecast period, due to shifts in societal attitudes
At-home technology may threaten body and facial care over the forecast period

CATEGORY DATA
Table 1 - Sales of Skin Care by Category: Value 2017-2022
Table 2 - Sales of Skin Care by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Skin Care: % Value 2018-2022
Table 4 - LBN Brand Shares of Skin Care: % Value 2019-2022
Table 5 - LBN Brand Shares of Basic Moisturisers: % Value 2019-2022
Table 6 - LBN Brand Shares of Anti-agers: % Value 2019-2022
Table 7 - LBN Brand Shares of Firming/Anti-cellulite Body Care: % Value 2019-2022
Table 8 - LBN Brand Shares of General Purpose Body Care: % Value 2019-2022
Table 9 - LBN Brand Shares of Premium Skin Care: % Value 2019-2022
Table 10 - Forecast Sales of Skin Care by Category: Value 2022-2027
Table 11 - Forecast Sales of Skin Care by Category: % Value Growth 2022-2027

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, focussing 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.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/skin-care-in-israel/report](http://www.euromonitor.com/skin-care-in-israel/report).