EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture
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What next for beauty and personal care?

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DISCLAIMER

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Baby and Child-Specific Products in Denmark

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Inflationary conditions spur current value growth but consumers buy fewer items overall
Baby and child-specific sun care posts robust retail volume growth as travel plans resume
Private labels draw further interest from manufacturers and consumers alike

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Premium fragrances remain firm favourite among Danes

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Shaving subscription services capture consumer's attention

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Premium skin care suffers as inflation rises

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2022 DEVELOPMENTS
Mass beauty and personal care faces slower growth
Colour cosmetics sees fastest value growth rates
E-commerce loses favour as retailers fully reopen

PROSPECTS AND OPPORTUNITIES
Slow start to forecast period for mass beauty and personal care
Product certifications remain key for mass brands
Private labels to challenge mass brands

CATEGORY DATA

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