Beauty and Personal Care in France

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

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Retailing developments
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DISCLAIMER

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Baby and Child-Specific Products in France

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Baby and child-specific products boosted by the hot summer of 2022
Natural formulas are increasingly demanded by eco-aware parents
Baby and child-specific products continues to attract new brands reanimate old ones

PROSPECTS AND OPPORTUNITIES

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Bath and Shower in France
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Dynamism of Le Petit Marseillais continues, with “high tolerance” and bulk/refill options
Discounters continue to attract consumers with their on-trend products at affordable prices

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Colour Cosmetics in France

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“Green” and sustainable cosmetics are on a strong trend
Discounters benefit from offering colour cosmetics at affordable prices

PROSPECTS AND OPPORTUNITIES

Intensification of the “skinification” trend expected to continue, with crossover and multi-use products
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Success of discounters and private labels reaches deodorants

PROSPECTS AND OPPORTUNITIES
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Price and innovation are key factors to support the category
Consumers seek promotions and often purchase from discounters

PROSPECTS AND OPPORTUNITIES
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Premium fragrances support robust sales, while mass variants remain in a slump
Notable launches lead to greater dynamism in the category
Importance of physical stores in fragrances should not be overlooked

PROSPECTS AND OPPORTUNITIES
Premiumisation of fragrances set to continue, in a search for holistic balance
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Salon professional hair care drives sales
“Clean beauty” competition high in mass brands, while premium brands specialise in added value
Multiplication of launches strongly supports the category, attesting to its good health

PROSPECTS AND OPPORTUNITIES
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Men’s Grooming in France

KEY DATA FINDINGS

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Men’s skin care players targets launches to meet trends
“Green” wave hits men’s grooming and shaving

PROSPECTS AND OPPORTUNITIES
Acceleration of natural trends expected in men’s grooming
Trend towards highly technical products, boosted by the pioneering Horace
The power of social networks and the evolution of product uses will support sales
Oral Care in France

KEY DATA FINDINGS

2022 DEVELOPMENTS
Oral care retains its good overall shape due to ongoing essential demand
Natural trends present themselves in oral care with sustainable toothbrushes and packaging
Highly competitive oral care attracts consumers to discounters

PROSPECTS AND OPPORTUNITIES
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Skin Care in France

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2022 DEVELOPMENTS
Focus on facial care and multi-purpose products in beauty routines in 2022
Multiple new product developments and launches help to support sales
Inflationary pressures dampen potential sales in skin care

PROSPECTS AND OPPORTUNITIES
Younger luxury brands embrace eco trends faster than traditional ones
Luxury brands slowly on their way towards a more “green” and sustainable position
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2022 DEVELOPMENTS
Sun care sales explode in 2022, thanks to post-pandemic landscape and long hot summer
Sun care is a crowded category, with a plethora of brands and regular incomers
Manufacturers reformulate their products to stay ahead of eco-trends

PROSPECTS AND OPPORTUNITIES
Positive forecast for sun care directly linked to global warming issues
“Green” wave will continue to flow over the forecast period
More regular usage of sun care products is expected, in light of the changing climate

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Sun Care in France

KEY DATA FINDINGS

2022 DEVELOPMENTS
Premium feel-good fragrances and adult sun care drive growth
“Skinification” trend continues to prove popular with beauty-savvy consumers
Boundaries between channels are blurring

PROSPECTS AND OPPORTUNITIES
The power of small brands set to challenge large groups
Polarisation trends set to continue over the forecast period
Will blockchain technology enables a greater degree of eco-transparency?

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Premium Beauty and Personal Care in France

KEY DATA FINDINGS

2022 DEVELOPMENTS
Premium feel-good fragrances and adult sun care drive growth
“Skinification” trend continues to prove popular with beauty-savvy consumers
Boundaries between channels are blurring

PROSPECTS AND OPPORTUNITIES
The power of small brands set to challenge large groups
Polarisation trends set to continue over the forecast period
Will blockchain technology enables a greater degree of eco-transparency?
KEY DATA FINDINGS

2022 DEVELOPMENTS

A decent performance in mass beauty and personal care, as sales continue to recover post-pandemic
The skyrocketing of discounters in an inflationary landscape
The “green” wave continues to roll

PROSPECTS AND OPPORTUNITIES

Organic offers face both opportunities and challenges
Solid formats expected to gradually become more prominent, with sustainability as a key selling point
Low prices needed to boost volume sales, but without a compromise on quality

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