Beauty and Personal Care in France

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?

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SOURCES

Summary 1 - Research Sources

Baby and Child-Specific Products in France

KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining birth rate and inflation pose challenges for baby and child-specific products
Innovation drives growth in baby and child-specific sun care
Recyclable and eco-friendly packaging increasingly prevalent

PROSPECTS AND OPPORTUNITIES

Declining number of newborns an ongoing threat to growth
Price sensitivity and economic uncertainty will favour mass brands
Clean formulae, ingredient transparency, and all things natural

CATEGORY DATA

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Bath and Shower in France
KEY DATA FINDINGS

2023 DEVELOPMENTS

Bath and shower products leverage the health trend even after COVID-19
Price-friendly innovations: Packaging convenience and refillables
Embracing the natural trend and cleaner formulae

PROSPECTS AND OPPORTUNITIES

Limit on promotions set to present challenges
Beauty standards will continue to evolve
Focus on sustainable packaging

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Colour Cosmetics in France

KEY DATA FINDINGS

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Capturing Gen Z: Evolution of beauty retail through e-commerce and social media
Growing price sensitivity drives sales in discounters

PROSPECTS AND OPPORTUNITIES

Progress expected in colour cosmetics for men
Embracing corporate responsibility, sustainability, and transparency
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Promotions are gaining increasing importance
Refillable razor systems on the rise

PROSPECTS AND OPPORTUNITIES
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Focus on innovation to attract consumers
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Niche and extra-luxurious fragrances on the rise
Retail e-commerce suffers from the return to stores

PROSPECTS AND OPPORTUNITIES
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2023 DEVELOPMENTS

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"Skinification" has an impact on hair care
Natural beauty trend – embracing different hairstyles

PROSPECTS AND OPPORTUNITIES

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Men's shaving continues to struggle, but men's toiletries and fragrances perform well
Premium fragrances is the main growth driver in men's grooming
Natural features, transparency, and technical ingredients

PROSPECTS AND OPPORTUNITIES

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2023 DEVELOPMENTS

Volume sales are challenged by inflationary pressures
Focus on tooth sensitivity and gum protection
Electric toothbrushes is the strongest growth driver

PROSPECTS AND OPPORTUNITIES

Price sensitivity is expected to be the main concern in the early forecast period
Organic and natural products, and eco-friendly packaging
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Skin Care in France

KEY DATA FINDINGS

2023 DEVELOPMENTS

Skin care a focus of French consumers
Digitalisation and personalisation are shaping skin care
Natural origin, digital passports, and ingredient transparency
Packaging enhancements and the rise of refillables

PROSPECTS AND OPPORTUNITIES

Dermocosmetics boom set to continue
Focus on inclusivity expected
Waterless skin care products likely to see growth
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### Sun Care in France

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS
- Sun care products are becoming part of more consumers’ daily care routine
- Rising concerns about octocrylene and other ingredients
- Eco packaging designs are becoming more prevalent

#### PROSPECTS AND OPPORTUNITIES
- A rise expected for dermocosmetics brands
- Tinted sun protection products likely to gain popularity
- Initiatives to protect marine ecosystems

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### Premium Beauty and Personal Care in France

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS
- “Less is more” trend benefits the growth of premium beauty and personal care
- Consumers expect premium brands to be eco-responsible
- Fragrances leads the growth of premium beauty and personal care

#### PROSPECTS AND OPPORTUNITIES
- A continued focus on dermatologicals expected
- “Skinification” trend set to fuel the growth of premium hair care products
- Advances in technology will pave the way for more personalised experiences

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2023 DEVELOPMENTS
Mass adult sun care, deodorants, and skin care see the strongest growth
Flexibility in format offerings
Promotions and price offers are sought-after

PROSPECTS AND OPPORTUNITIES
The upcoming Descrozaille law is likely to present challenges
Growing price sensitivity will continue to benefit discounters
Natural and organic products set to continue to see rising interest

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