KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong sales in 2022, driven by price increases but volume sales lag
Beards remain trendy leading to more competition for men’s shaving during 2022
Men’s toiletries benefit from increased awareness of preventative health trend in 2022

PROSPECTS AND OPPORTUNITIES

Pressure on purchasing power likely to result in contraction of demand in the short term
Men’s shaving set to remain in short demand over the forecast period
Health and wellness to increasingly play a role in men’s toiletries during the forecast period

CATEGORY DATA

Table 1 - Sales of Men’s Grooming by Category: Value 2017-2022
Table 2 - Sales of Men’s Grooming by Category: % Value Growth 2017-2022
Table 3 - Sales of Men’s Razors and Blades by Type: % Value Breakdown 2019-2022
Table 4 - Sales of Men’s Skin Care by Type: % Value Breakdown 2019-2022
Table 5 - NBO Company Shares of Men’s Grooming: % Value 2018-2022
Table 6 - LBN Brand Shares of Men’s Grooming: % Value 2019-2022
Table 7 - LBN Brand Shares of Men’s Razors and Blades: % Value 2019-2022
Table 8 - Forecast Sales of Men’s Grooming by Category: Value 2022-2027
Table 9 - Forecast Sales of Men’s Grooming by Category: % Value Growth 2022-2027

Beauty and Personal Care in Belgium - Industry Overview

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 10 - Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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