

Beauty and Personal Care in Slovenia

April 2024

Table of Contents

Beauty and Personal Care in Slovenia

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?

MARKET DATA

Table 1 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby and Child-Specific Products in Slovenia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales rise amid falling birth rates in Slovenia

E-commerce makes significant progress

Tourism development supports sun care

PROSPECTS AND OPPORTUNITIES

Slower growth lies ahead for category

Private label to gain share in upcoming period

Affluent consumers will support growth of niche products

CATEGORY DATA

Table 11 - Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 16 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 17 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 18 - Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 19 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 20 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

Bath and Shower in Slovenia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers switch to larger packs in order to economise
Hand sanitisers lose relevance in daily lifestyles
Environmental products and claims are gaining importance

PROSPECTS AND OPPORTUNITIES

Bar soap to lose out to liquid formats
Organic products to remain a niche
E-commerce has significant growth potential

CATEGORY DATA

Table 21 - Sales of Bath and Shower by Category: Value 2018-2023
Table 22 - Sales of Bath and Shower by Category: % Value Growth 2018-2023
Table 23 - Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023
Table 24 - NBO Company Shares of Bath and Shower: % Value 2019-2023
Table 25 - LBN Brand Shares of Bath and Shower: % Value 2020-2023
Table 26 - LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023
Table 27 - Forecast Sales of Bath and Shower by Category: Value 2023-2028
Table 28 - Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028
Table 29 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

Colour Cosmetics in Slovenia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Colour cosmetics register stronger growth even as economy weakens
Outstanding performance for e-commerce retailers
Young teenagers drive growth in affordable mass colour cosmetics

PROSPECTS AND OPPORTUNITIES

Teenage audience will remain key for mass brands
Natural colour cosmetics holds much growth potential
Beauty specialist retailers to strengthen share of distribution in colour cosmetics

CATEGORY DATA

Table 30 - Sales of Colour Cosmetics by Category: Value 2018-2023
Table 31 - Sales of Colour Cosmetics by Category: % Value Growth 2018-2023
Table 32 - Sales of Colour Cosmetics by Premium vs Mass: % Value 2018-2023
Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2019-2023
Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2020-2023
Table 35 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023
Table 36 - Forecast Sales of Colour Cosmetics by Category: Value 2023-2028
Table 37 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028
Table 38 - Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2023-2028

Deodorants in Slovenia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong growth in deodorants
Green products in demand
Deodorant pumps lose sales and appeal

PROSPECTS AND OPPORTUNITIES

Further price increases expected in deodorants
More natural deodorants to emerge
E-commerce retailers to proliferate

CATEGORY DATA

Table 39 - Sales of Deodorants by Category: Value 2018-2023
Table 40 - Sales of Deodorants by Category: % Value Growth 2018-2023
Table 41 - Sales of Deodorants by Premium vs Mass: % Value 2018-2023
Table 42 - NBO Company Shares of Deodorants: % Value 2019-2023
Table 43 - LBN Brand Shares of Deodorants: % Value 2020-2023
Table 44 - LBN Brand Shares of Premium Deodorants: % Value 2020-2023
Table 45 - Forecast Sales of Deodorants by Category: Value 2023-2028
Table 46 - Forecast Sales of Deodorants by Category: % Value Growth 2023-2028
Table 47 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

Depilatories in Slovenia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Depilatories witness strong growth in 2023
Price sensitivity boosts demand for private label
Growing interest in natural ingredients

PROSPECTS AND OPPORTUNITIES

Depilatories face steady growth as category matures
E-commerce channel offers good prospects in depilatories
Convenience products will capture consumers' attention

CATEGORY DATA

Table 48 - Sales of Depilatories by Category: Value 2018-2023
Table 49 - Sales of Depilatories by Category: % Value Growth 2018-2023
Table 50 - NBO Company Shares of Depilatories: % Value 2019-2023
Table 51 - LBN Brand Shares of Depilatories: % Value 2020-2023
Table 52 - Forecast Sales of Depilatories by Category: Value 2023-2028
Table 53 - Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

Fragrances in Slovenia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Normal routines underpin demand for fragrances
E-commerce sales rise in fragrances
Arabian fragrances gain appeal in premium segment

PROSPECTS AND OPPORTUNITIES

Consumers have a strong affinity for premium fragrances
E-commerce trend to gain momentum
Little change in competitive landscape

CATEGORY DATA

Table 54 - Sales of Fragrances by Category: Value 2018-2023

Table 55 - Sales of Fragrances by Category: % Value Growth 2018-2023

Table 56 - NBO Company Shares of Fragrances: % Value 2019-2023

Table 57 - LBN Brand Shares of Fragrances: % Value 2020-2023

Table 58 - LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 59 - LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 60 - Forecast Sales of Fragrances by Category: Value 2023-2028

Table 61 - Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

[Hair Care in Slovenia](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hair care enjoys solid growth as grooming habits increase

Hair cycling trend emerges in Slovenia

Recovery in going out and socialising boosts demand for styling agents

PROSPECTS AND OPPORTUNITIES

Buoyant performance forecasted in hair care

Social media plays a key role in hair care

Consumers to expand their repertoire of hair care products

CATEGORY DATA

Table 62 - Sales of Hair Care by Category: Value 2018-2023

Table 63 - Sales of Hair Care by Category: % Value Growth 2018-2023

Table 64 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 65 - NBO Company Shares of Hair Care: % Value 2019-2023

Table 66 - LBN Brand Shares of Hair Care: % Value 2020-2023

Table 67 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 68 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 69 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 70 - Forecast Sales of Hair Care by Category: Value 2023-2028

Table 71 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 72 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

[Men's Grooming in Slovenia](#)

KEY DATA FINDINGS

2023 DEVELOPMENTS

Beard trend stifles growth in 2023

Gillette retains its strong lead in men's grooming

Private label flexes its muscle to take on the big brands

PROSPECTS AND OPPORTUNITIES

Premium men's grooming products to expand

Economy brands have potential to perform well in short term

E-commerce has further growth potential in men's grooming

CATEGORY DATA

Table 73 - Sales of Men's Grooming by Category: Value 2018-2023

Table 74 - Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 75 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 76 - Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 77 - NBO Company Shares of Men's Grooming: % Value 2019-2023
 Table 78 - LBN Brand Shares of Men's Grooming: % Value 2020-2023
 Table 79 - LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023
 Table 80 - Forecast Sales of Men's Grooming by Category: Value 2023-2028
 Table 81 - Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

Oral Care in Slovenia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Private label makes inroads in oral care
 Teeth whitening is a popular choice
 Electric toothbrushes take share from battery alternatives

PROSPECTS AND OPPORTUNITIES

Economic downturn to bolster private label sales
 Battery toothbrushes to lose further appeal
 E-commerce sales demonstrate growth

CATEGORY DATA

Table 82 - Sales of Oral Care by Category: Value 2018-2023
 Table 83 - Sales of Oral Care by Category: % Value Growth 2018-2023
 Table 84 - Sales of Toothbrushes by Category: Value 2018-2023
 Table 85 - Sales of Toothbrushes by Category: % Value Growth 2018-2023
 Table 86 - Sales of Toothpaste by Type: % Value Breakdown 2019-2023
 Table 87 - NBO Company Shares of Oral Care: % Value 2019-2023
 Table 88 - LBN Brand Shares of Oral Care: % Value 2020-2023
 Table 89 - Forecast Sales of Oral Care by Category: Value 2023-2028
 Table 90 - Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
 Table 91 - Forecast Sales of Toothbrushes by Category: Value 2023-2028
 Table 92 - Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

Skin Care in Slovenia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong performance in skin care
 Emerging skin cycling trend encourages women to use a mix of skin care products
 High performance serums attract consumer interest

PROSPECTS AND OPPORTUNITIES

Targeted skin care products
 Gen Z to lead consumption of skin care
 Social media is a vital connection for brands to reach and engage with consumers

CATEGORY DATA

Table 93 - Sales of Skin Care by Category: Value 2018-2023
 Table 94 - Sales of Skin Care by Category: % Value Growth 2018-2023
 Table 95 - NBO Company Shares of Skin Care: % Value 2019-2023
 Table 96 - LBN Brand Shares of Skin Care: % Value 2020-2023
 Table 97 - LBN Brand Shares of Premium Skin Care: % Value 2020-2023
 Table 98 - Forecast Sales of Skin Care by Category: Value 2023-2028

Table 99 - Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

Sun Care in Slovenia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bright performance in sun care
Dermocosmetics on the rise in Slovenia
New spray formats drive growth in sun care

PROSPECTS AND OPPORTUNITIES

Rising demand for premium sun care with dermocosmetic benefits
Spray formats to be rolled out by popular brands
Tinted sun protection has growth opportunity among affluent consumer base

CATEGORY DATA

Table 100 - Sales of Sun Care by Category: Value 2018-2023
Table 101 - Sales of Sun Care by Category: % Value Growth 2018-2023
Table 102 - Sales of Sun Care by Premium vs Mass: % Value 2018-2023
Table 103 - NBO Company Shares of Sun Care: % Value 2019-2023
Table 104 - LBN Brand Shares of Sun Care: % Value 2020-2023
Table 105 - LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023
Table 106 - Forecast Sales of Sun Care by Category: Value 2023-2028
Table 107 - Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

Premium Beauty and Personal Care in Slovenia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium skin care and fragrances are increasingly considered as essential
E-commerce has major influence on premium segment
Dermatological skin care gains ground

PROSPECTS AND OPPORTUNITIES

Strong growth prospects for premium dermocosmetics
Premium brands to focus on new ways of differentiation
Sales and promotional strategies to be more data focused

CATEGORY DATA

Table 108 - Sales of Premium Beauty and Personal Care by Category: Value 2018-2023
Table 109 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 110 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023
Table 111 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023
Table 112 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028
Table 113 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

Mass Beauty and Personal Care in Slovenia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong performance in mass beauty and personal care
E-commerce accelerates in the mass segment

Sustainability trend fuels product innovation

PROSPECTS AND OPPORTUNITIES

Mass segment will benefit from further downtrading

Premium segment is expected to gain share in certain categories

E-commerce will support the development of mass segment

CATEGORY DATA

Table 114 - Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

Table 115 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 116 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

Table 117 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 118 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

Table 119 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

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, and 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/beauty-and-personal-care-in-slovenia/report.