Mass Beauty and Personal Care in Denmark - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS
Mass segment witnesses slightly better performance in value terms
Mass colour cosmetics outperforms all other categories
Mass skin care contracts as demand normalises post-pandemic

PROSPECTS AND OPPORTUNITIES
Slow start to forecast period for mass beauty and personal care
Consumer demand for natural and sustainable products will shape product development
Private label to challenge mass brands

CATEGORY DATA
Table 1 - Sales of Mass Beauty and Personal Care by Category: Value 2018-2023
Table 2 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023
Table 4 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023
Table 5 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028
Table 6 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

Beauty and Personal Care in Denmark - Industry Overview

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 7 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 12 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 13 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 14 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 15 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 16 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES
Summary 1 - Research Sources

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