

# Mass Beauty and Personal Care in Sweden

April 2024

**Table of Contents** 

### Mass Beauty and Personal Care in Sweden - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Resilience and reinvention in the face of premiumisation Dermocosmetics and premium sun care go mass The power of brands in fragrances and colour cosmetics

#### PROSPECTS AND OPPORTUNITIES

Stable performance and strategic adaptation The rise of low-cost stores and the impact on grocery-focused categories Beauty and personal care retailers drive growth in key categories

#### 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 Sweden - 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

# 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/mass-beauty-and-personal-care-insweden/report.