

# Premium Beauty and Personal Care in Spain April 2024

Table of Contents

# Premium Beauty and Personal Care in Spain - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Economic hardships hamper the overall performance of premium options

Stronger demand for dermocosmetics is creating mass competition for premium and prestige brands

L'Oréal's premium brands see competition from their mass counterparts

# PROSPECTS AND OPPORTUNITIES

Economic uncertainty creates a weak outlook for premium brands

Premium players set to tap into TikTok trend to attract a younger consumer audience

Ongoing innovation increasingly important to support premium sales

## **CATEGORY DATA**

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

# Beauty and Personal Care in Spain - 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

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# **SOURCES**

Summary 1 - Research Sources

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