

# Premium Beauty and Personal Care in Slovakia

April 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Skin care and sun care are clear winners in premium segment  
Blurred lines across channels supports growth as consumers shop all in one place  
Premium categories fared well despite high inflation

### PROSPECTS AND OPPORTUNITIES

Premium skin care set to perform rather well over the forecast period  
Premium hair care is likely to benefit from stronger focus on healthy hair  
Consumers will look for cost-saving options when purchasing premium products

### 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 Slovakia - 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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