



Euromonitor  
International

# Skin Care in Western Europe

August 2022

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## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Western European skin care recording weak performances

Sales immediately return to seeing positive growth in 2021 after 2020's decline

Dominant facial care category just manages to record a positive 2016-2021 CAGR

French skin care experiences a tough time during the historic period

Facial care ensures a positive CAGR for Western European skin care in 2016-2021

Skin care sees improved year-on-year performances in most countries in 2021

Health and beauty specialist retailers account for more than half of skin care sales

E-commerce holds onto its year-earlier gains in 2021

## LEADING COMPANIES AND BRANDS

Top five players generally account for close to or more than half of overall sales

Natural ingredients an increasing trend in new skin care products

Germany, the UK and France the main revenue generators for the top 10 players

La Roche-Posay continues its move up the rankings

## FORECAST PROJECTIONS

Positive growth expected throughout the 2021-2026 period...

...with facial care driving the overall performance

Rising habit persistence for Greece as increasing GDP will boost per capita consumption

## COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Competitive and Retail Landscape

Belgium: Market Context

Belgium: Competitive and Retail Landscape

Denmark: Market Context

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Switzerland: Competitive and Retail Landscape

Turkey: Market Context

Turkey: Competitive and Retail Landscape

UK: Market Context

UK: Competitive and Retail Landscape

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