Euromonitor International

Beauty and Personal Care in North Macedonia

June 2026

Table of Contents

Beauty and Personal Care in North Macedonia

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

North Macedonia'S Beauty and Personal Care Value Growth Defies Demographic Challenges
Skin Care Leads Value Sales as Premiumisation and Wellness Drive Demand
Ignea Kozmetika'S Leda Lux Divine Cream Exemplifies Longevity-Driven Premium Innovation
Chart 1 - Leda Lux Divine Cream within Anti-Agers Gets Shortlisted for a 2025 European Award
Chart 2 - Value Sales 2020-2030
Chart 3 - Volume Sales 2020-2030
Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Leading Companies Expected to Innovate to Sustain Growth Amid Demographic Decline
Skin Care Set to Lead Value Sales, Driven by Premiumisation and Wellness Focus
Technology and Premiumisation Anticipated to Shape Innovation and Sales Strategies
Chart 5 - Forecast Value Sales 2020-2030
Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Their Positions through Diversified Portfolios and Innovation
Emerging Brands and Strategic Innovations Fuel Competitive Dynamics and Growth Opportunities
Chart 7 - Company Shares 2025
Chart 8 - Brand Shares 2025

CHANNELS

Modern Grocery Retailers Consolidate Dominance through Wide Assortments and Competitive Pricing
Digital Transformation and Asian Beauty Drive Retail Evolution
Leading Online Retailers Expand Regional Reach to Capitalise on Growing Demand
Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Beauty and Personal Care
Chart 11 - Real GDP Growth 2020-2030
Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Beauty and Personal Care
Chart 14 - Population 2020-2030
Chart 15 - Consumer Expenditure 2020-2030
Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Baby and Child-Specific Products in North Macedonia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

Premiumisation and Diversification Drive Growth Amid Demographic Decline
Baby Wipes Dominate Retail Sales, While Sun Care Leads Dynamic Growth
Brands Leverage Clean Beauty and E-Commerce to Capture Premium Niche
Chart 17 - Value Sales 2020-2030
Chart 18 - Volume Sales 2020-2030
Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Prioritise Affordability Amid Demographic Challenges
Baby Wipes Set to Sustain Dominance, While Sun Care Surges in Growth
Premiumisation and E-Commerce Anticipated to Transform Product Innovation and Distribution
Chart 20 - Forecast Value Sales 2020-2030
Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Reinforce Positions through Trusted Brands and Innovation
Chart 22 - Company Shares 2025
Chart 23 - Brand Shares 2025

CHANNELS

Pharmacies Lead Distribution as Consumers Seek Professional Guidance
Specialised Online Retailers and Pharmacies Accelerate E-Commerce Growth
Chart 24 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 25 - Economic Context for Baby and Child-Specific Products
Chart 26 - Real GDP Growth 2020-2030
Chart 27 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 28 - Consumer Context for Baby and Child-Specific Products
Chart 29 - Population 2020-2030
Chart 30 - Consumer Expenditure 2020-2030
Chart 31 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Bath and Shower in North Macedonia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

INDUSTRY PERFORMANCE

Strong Economic Growth and Evolving Consumer Wellness Drive Sales Expansion
Bar Soap Leads in Sales, While Spa-Inspired Products Capture Growth Momentum
Chart 32 - Spa-Inspired Bath and Shower Products Are Gaining Traction
Organic and Spa-Inspired Brands Embrace Wellness to Reshape Consumer Expectations
Chart 33 - Value Sales 2020-2030
Chart 34 - Volume Sales 2020-2030
Chart 35 - Value Sales by Category 2025

WHAT'S NEXT?

Manufacturers Expected to Innovate with Natural Products to Sustain Growth
Bar Soap Set to Remain the Largest, While Body Wash/Shower Gel Grows Rapidly
Premiumisation and Sustainability Trends Anticipated to Drive Product Innovation and Competitive Advantage
Chart 36 - Forecast Value Sales 2020-2030
Chart 37 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Positions Amid Steady Concentration Trends
Dm-Drogerie Markt Dooel Expands Presence, While Unilever'S Acquisition Shapes Future Dynamics
Chart 38 - Company Shares 2025
Chart 39 - Brand Shares 2025

CHANNELS

Supermarkets Lead Distribution as Modern Retail Drives Bath and Shower Sales
E-Commerce and Specialist Online Retailers Expand Reach with Natural and Korean Cosmetics
Chart 40 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 41 - Economic Context for Bath and Shower
Chart 42 - Real GDP Growth 2020-2030
Chart 43 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 44 - Consumer Context for Bath and Shower
Chart 45 - Population 2020-2030
Chart 46 - Consumer Expenditure 2020-2030
Chart 47 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Colour Cosmetics in North Macedonia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

INDUSTRY PERFORMANCE

Steady Consumer Expenditure Growth Offsets Shrinking Population Challenges
Eye Make-Up Leads Value Sales, While Facial Make-Up Experiences Dynamic Growth
Chart 48 - L'Oreal Launches Infallible Skin Ink 2-In-1 Foundation Concealer
Dm-Drogerie Markt Leads Multifunctional Product Innovation, Enhancing Consumer Appeal
Chart 49 - Value Sales 2020-2030
Chart 50 - Volume Sales 2020-2030
Chart 51 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Balance Affordability and Innovation Amid Economic Shifts
Eye Make-Up Set to Continue Leading Value Sales, While Colour Cosmetics Sets/Kits Experiences Robust Growth
Brands Anticipated to Leverage Innovation and Personalisation to Capture Evolving Consumer Needs
Chart 52 - Forecast Value Sales 2020-2030
Chart 53 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Cosnova Gmbh'S Rapid Growth Shifts Competitive Dynamics While Coty Inc Maintains Leadership
Innovative Plumping Products and Strategic Acquisitions Fuel Market Expansion
Chart 54 - Company Shares 2025
Chart 55 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead Distribution as Consumers Seek Expert Advice
E-Commerce Growth Driven by Convenience and Expanding Online Offerings
Chart 56 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 57 - Economic Context for Colour Cosmetics
Chart 58 - Real GDP Growth 2020-2030
Chart 59 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 60 - Consumer Context for Colour Cosmetics
Chart 61 - Population 2020-2030
Chart 62 - Consumer Expenditure 2020-2030
Chart 63 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Deodorants in North Macedonia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Premiumisation and Consumer Health Focus Sustain Growth Amid Demographic Challenges
Innovative Natural Deodorant Creams and Roll-Ons Capture Consumer Demand Growth
Chart 64 - Budget and Environment-Friendly Haan Deodorant Enriched with Prebiotics Launched in 2025
Chart 65 - Value Sales 2020-2030
Chart 66 - Volume Sales 2020-2030
Chart 67 - Value Sales by Category 2025

WHAT'S NEXT?

Leading Players Expected to Innovate to Sustain Growth Amid Demographic Decline
Natural and Probiotic Innovations Set to Drive Growth of Creams and Roll-Ons
Sustainability and Health Consciousness Anticipated to Reshape Brand Strategies and Packaging
Chart 68 - Forecast Value Sales 2020-2030
Chart 69 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Group Sarantis Sa Strengthens Position through Youth Appeal and Competitive Pricing
Unilever'S Acquisitions and Emerging Companies Fuel Growth Opportunities
Chart 70 - Company Shares 2025
Chart 71 - Brand Shares 2025

CHANNELS

Supermarkets and Health and Beauty Specialists Lead Offline Sales Amid Convenience Trends
Retail E-Commerce Accelerates as Leading Online Portals Expand Deodorants Offering
Innovative Retail Concepts and E-Commerce Collaborations Drive Category Dynamism

Chart 72 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 73 - Economic Context for Deodorants
Chart 74 - Real GDP Growth 2020-2030
Chart 75 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 76 - Consumer Context for Deodorants
Chart 77 - Population 2020-2030
Chart 78 - Consumer Expenditure 2020-2030
Chart 79 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Depilatories in North Macedonia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Premiumisation and Wellness Focus Propel Category Value Growth Despite Demographic Challenges
Women’S Razors and Blades Lead Value Sales, While Women’S Pre-Shave Shows Rapid Growth
Chart 80 - Organic Mimi Expands Its Brand Portfolio to Include Women's Pre-Shave Products
Gillette Exemplifies Inclusive Innovation, Aligning with Demand for Safety and Precision
Chart 81 - Value Sales 2020-2030
Chart 82 - Volume Sales 2020-2030
Chart 83 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Favour At-Home Treatments Amid Economic Caution and Demographic Decline
Women’S Razors and Blades Set to Maintain Dominance, While Women’S Pre-Shave Drives Fastest Growth
Manufacturers Anticipated to Adopt Natural Ingredients and Sustainable Packaging to Meet Evolving Consumer Values
Chart 84 - Forecast Value Sales 2020-2030
Chart 85 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

The Procter & Gamble Co and Reckitt Benckiser Group Plc (Rb) Strengthen Leadership Amid Share Shifts
Chart 86 - Company Shares 2025
Chart 87 - Brand Shares 2025

CHANNELS

Supermarkets Lead Depilatories Distribution as Modern Retail Expands Reach
E-Commerce Surges as Ananas.Mk Drives Online Depilatories Sales Growth
Chart 88 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 89 - Economic Context for Depilatories
Chart 90 - Real GDP Growth 2020-2030
Chart 91 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 92 - Consumer Context for Depilatories

Chart 93 - Population 2020-2030
Chart 94 - Consumer Expenditure 2020-2030
Chart 95 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Fragrances in North Macedonia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

INDUSTRY PERFORMANCE

Consumers Embrace Fragrances as Lifestyle Statements, Driven by Social Media Influence
Premium Fragrances Lead Value Growth, Fuelled by Middle East-Inspired Luxury Scents
Chart 96 - Growing Preference for Middle-East-Inspired Fragrances among Local Consumers
Brands Leverage Natural Ingredients and Inflation-Driven Strategies to Capture Demand
Chart 97 - Value Sales 2020-2030
Chart 98 - Volume Sales 2020-2030
Chart 99 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Balance Affordability and Premiumisation Amid Economic Pressures
Premium Fragrances Set to Capture Largest Value Share, Driven by Personalisation and Sophistication
Innovation and Technology Anticipated to Enhance Consumer Engagement and Product Differentiation
Chart 100 - Forecast Value Sales 2020-2030
Chart 101 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Positions Amid Market Concentration Trends
Chart 102 - Company Shares 2025
Chart 103 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead Fragrance Sales by Offering Expert Service and Wide Choice
Retail E-Commerce Drives Fastest Growth with Expanding Online Specialist Retailers
Chart 104 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 105 - Economic Context for Fragrances
Chart 106 - Real GDP Growth 2020-2030
Chart 107 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 108 - Consumer Context for Fragrances
Chart 109 - Population 2020-2030
Chart 110 - Consumer Expenditure 2020-2030
Chart 111 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Hair Care in North Macedonia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

INDUSTRY PERFORMANCE

North Macedonia’S Hair Care Grows Steadily Amid Demographic Challenges
Salon Professional Hair Care Shows Dynamic Growth, While Shampoos Continue to Lead Value Sales
Dm-Drogerie Markt’S Balea Professional Launch Exemplifies Innovation Driving Consumer Demand
Chart 112 - Dm-Drogerie Markt Launches Balea Professional Winter Protect Hair Balm
Chart 113 - Value Sales 2020-2030
Chart 114 - Volume Sales 2020-2030
Chart 115 - Value Sales by Category 2025

WHAT'S NEXT?

Leading Manufacturers Expected to Innovate with Personalised and Natural Solutions Amid Demographic Decline
Salon Professional Hair Care Set to Lead Value Growth, While Shampoos Remains the Largest Category
Digital Channels and Innovation Anticipated to Foster Competition and Consumer Engagement
Chart 116 - Forecast Value Sales 2020-2030
Chart 117 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Positions, While Market Concentration Shifts Subtly
Strategic Acquisitions and Product Innovation Reshape Competitive Dynamics
Chart 118 - Company Shares 2025
Chart 119 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Retail Distribution through Wide Selection and Expert Advice
E-Commerce Growth Driven by Broad Product Range and Specialised Online Retailers
Chart 120 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 121 - Economic Context for Hair Care
Chart 122 - Real GDP Growth 2020-2030
Chart 123 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 124 - Consumer Context for Hair Care
Chart 125 - Population 2020-2030
Chart 126 - Consumer Expenditure 2020-2030
Chart 127 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Men's Grooming in North Macedonia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

INDUSTRY PERFORMANCE

Men Economise on Grooming Purchases Amid Rising Living Costs
Men’S Fragrances Lead Value Sales, Driven by Premiumisation and Innovation
Dm-Drogerie Markt Leverages Private Label Innovation to Capture Niche Demand

Chart 128 - Increased Cost of Living Forced Male Consumers to Economise
Chart 129 - Value Sales 2020-2030
Chart 130 - Volume Sales 2020-2030
Chart 131 - Value Sales by Category 2025

WHAT'S NEXT?

Local Population Decline Expected to Challenge Steady Growth for Men Investing in Grooming
Men’S Fragrances Set to Lead Value Sales, While Skin Care Drives Fastest Growth
Innovation and E-Commerce Anticipated to Empower Men’S Grooming Evolution Towards Premiumisation
Chart 132 - Forecast Value Sales 2020-2030
Chart 133 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Strengthen Positions While Market Sees Moderate Concentration Shifts
Chart 134 - Company Shares 2025
Chart 135 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead through Wide Ranges and Convenience
Online Retail Brands Expand Men’S Grooming Offerings to Capture Growing Digital Demand
Chart 136 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 137 - Economic Context for Men's Grooming
Chart 138 - Real GDP Growth 2020-2030
Chart 139 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 140 - Consumer Context for Men's Grooming
Chart 141 - Population 2020-2030
Chart 142 - Consumer Expenditure 2020-2030
Chart 143 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Oral Care in North Macedonia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

INDUSTRY PERFORMANCE

Oral Care Growth Benefits From Innovation and Rising Consumer Awareness
Toothpaste Dominates Sales, While Dental Floss and Mouth Fresheners Gain Momentum
The Humble Co and Hellosmile Drive Innovation and Premiumisation Trends in Oral Care
Chart 144 - The Humble Co Launches Peroxide-Free Whitening Strips
Chart 145 - Value Sales 2020-2030
Chart 146 - Volume Sales 2020-2030
Chart 147 - Value Sales by Category 2025

WHAT'S NEXT?

Leading Brands Expected to Accelerate Growth through Innovation and Premiumisation
Toothpaste Set to Lead Value Sales, While Dental Floss and Mouth Fresheners Grow Fastest
Sustainability, Convenience, and Oral Microbiome Focus Anticipated to Reshape Product Strategies

Chart 148 - Forecast Value Sales 2020-2030
Chart 149 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Colgate-Palmolive Co and Glaxosmithkline Plc Sustain Leadership Amid Stable Market Shares
Unilever'S Acquisition and Emerging Players Open Growth Avenues
Chart 150 - Company Shares 2025
Chart 151 - Brand Shares 2025

CHANNELS

Supermarkets Lead Distribution Amid Modern Retail Expansion and Consolidation
E-Commerce Portals and Specialised Online Pharmacies Accelerate Digital Sales Growth
Chart 152 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 153 - Economic Context for Oral Care
Chart 154 - Real GDP Growth 2020-2030
Chart 155 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 156 - Consumer Context for Oral Care
Chart 157 - Population 2020-2030
Chart 158 - Consumer Expenditure 2020-2030
Chart 159 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Skin Care in North Macedonia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

INDUSTRY PERFORMANCE

North Macedonia'S Skin Care Value Growth Outpaces Regional Trends Amid Economic Resilience
Facial Care Leads Sales as Consumers Prioritise Hydration and Skin Renewal Solutions
L'Oréal Leverages Advanced Proteomics to Pioneer Personalised Skin Analysis, Boosting Premium Demand
Chart 160 - L'Oréal Group Launches Cell BioPrint Amidst Growing Impact of Technology on Personalised Skin Care
Chart 161 - Value Sales 2020-2030
Chart 162 - Volume Sales 2020-2030
Chart 163 - Value Sales by Category 2025

WHAT'S NEXT?

Premiumisation and Wellness Expected to Drive Steady Value Growth Amid Demographic Challenges
Facial Care Set to Lead Sales as Personalised and Skin-Friendly Products Capture Consumer Interest
Ai-Powered Personalisation and Transparent Marketing Anticipated to Reshape Consumer Engagement and Innovation
Chart 164 - Forecast Value Sales 2020-2030
Chart 165 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Beiersdorf Dooel Skopje and L'Oréal Groupe Maintain Leadership Amid Stable Market Shares
Dm-Drogerie Markt Expands Presence with Private Label Products Gaining Traction
Chart 166 - Company Shares 2025

Chart 167 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead Offline Retail with Comprehensive Offerings and In-Store Experience
E-Commerce Expands Rapidly, Led by Specialist Online Portals and Pharmacy Websites
Chart 168 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 169 - Economic Context for Skin Care
Chart 170 - Real GDP Growth 2020-2030
Chart 171 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 172 - Consumer Context for Skin Care
Chart 173 - Population 2020-2030
Chart 174 - Consumer Expenditure 2020-2030
Chart 175 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Sun Care in North Macedonia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

INDUSTRY PERFORMANCE

Strong Growth Driven by Premiumisation and Skin Health Focus
Adult Sun Care Dominates Due to Demand for Effective and Lightweight Formulations
Beiersdorf Advances Lightweight Hydration Sunscreen, Boosting Category Innovation
Chart 176 - Beiersdorf Launches Eucerin Sun Advanced Hydration Ultra-Lightweight Face Sunscreen SPF50
Chart 177 - Value Sales 2020-2030
Chart 178 - Volume Sales 2020-2030
Chart 179 - Value Sales by Category 2025

WHAT'S NEXT?

Innovation and Premiumisation Expected to Fuel Steady Growth Amid Seasonal Demand
Adult Sun Care Set to Lead Sales, While Baby and Child-Specific Sun Care Experiences Dynamic Growth
Multifunctional Formats and Active Lifestyles Anticipated to Reshape Product Offerings and Business Models
Chart 180 - Forecast Value Sales 2020-2030
Chart 181 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Position through Brand Strength and Broad Protection
Emerging Private Label Growth and Innovation Drive Competitive Dynamics
Chart 182 - Company Shares 2025
Chart 183 - Brand Shares 2025

CHANNELS

Supermarkets Lead Distribution as Modern Retail Shapes Consumer Access
E-Commerce Expands Rapidly, Driven by Leading Portals and Omnichannel Investments
Chart 184 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 185 - Economic Context for Sun Care
Chart 186 - Real GDP Growth 2020-2030
Chart 187 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 188 - Consumer Context for Sun Care
Chart 189 - Population 2020-2030
Chart 190 - Consumer Expenditure 2020-2030
Chart 191 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Premium Beauty and Personal Care in North Macedonia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Rising Consumer Expenditure Despite Population Decline
Premium Skin Care and Hair Care Lead Value Growth
Lancôme'S Scientific Innovation Exemplifies Longevity as a New Luxury in Premium Skin Care
Chart 192 - Lancôme Presents Absolue Longevity the Soft Cream
Chart 193 - Value Sales 2020-2030
Chart 194 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Adapt Spending Despite Population Decline, Supporting Premium Growth
Premium Skin Care Set to Lead Value Growth, While Bath and Shower Growth Stagnates
Organic Ingredients and Sustainability Anticipated to Shape Innovation and Consumer Loyalty
Chart 195 - Forecast Value Sales 2020-2030
Chart 196 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Coty Inc Strengthens Lead as Market Shows Moderate Concentration Shifts
Chart 197 - Company Shares 2025
Chart 198 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 199 - Economic Context for Premium Beauty and Personal Care
Chart 200 - Real GDP Growth 2020-2030
Chart 201 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 202 - Consumer Context for Premium Beauty and Personal Care
Chart 203 - Population 2020-2030
Chart 204 - Consumer Expenditure 2020-2030
Chart 205 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Mass Beauty and Personal Care in North Macedonia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Inflation Drives Consumers Towards Affordable Brands and Private Label Products
Chart 206 - Rising Product Prices and Inflation Press Local Consumers Towards Private Label Products
Mass Skin Care Leads in Value, While Mass Colour Cosmetics Shows Dynamic Growth
Chart 207 - Value Sales 2020-2030
Chart 208 - Value Sales by Category 2025

WHAT'S NEXT?

Demographic Decline and Economic Factors Expected to Constrain Long-Term Growth Potential
Mass Skin Care Set to Remain Significant, While Mass Colour Cosmetics Delivers Rapid Growth
Health, Wellness and Sustainability Anticipated to Shape Innovation and Competitive Dynamics
Chart 209 - Forecast Value Sales 2020-2030
Chart 210 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Beiersdorf Dooel Skopje and L'Oréal Groupe Strengthen Leadership Amid Steady Competition
Private Label Innovation and Promotions Fuel Growth and Consumer Loyalty
Chart 211 - Company Shares 2025
Chart 212 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 213 - Economic Context for Mass Beauty and Personal Care
Chart 214 - Real GDP Growth 2020-2030
Chart 215 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 216 - Consumer Context for Mass Beauty and Personal Care
Chart 217 - Population 2020-2030
Chart 218 - Consumer Expenditure 2020-2030
Chart 219 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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.

macedonia/report.