KEY DATA FINDINGS

2022 DEVELOPMENTS

The availability of affordable mass alternatives in specialist retailers translates into an overall decline in prices
Brands seek to educate consumers on the perils of dangerous counterfeits via e-commerce channels
Major oral care players are eschewing traditional specialist retailers and opting for mass grocery channels

PROSPECTS AND OPPORTUNITIES

Public service announcements will help mass sun care gain visibility as a healthcare need amongst non-target consumers
Mass deodorants sees a shift in promotional packaging, with several brands seeking to market bundles
Special applicators are no longer relegated to the premium segment, as mass brands seek differentiation

CATEGORY DATA

Table 1 - Sales of Mass Beauty and Personal Care by Category: Value 2017-2022
Table 2 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2018-2022
Table 4 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2019-2022
Table 5 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2022-2027
Table 6 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2022-2027

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture
2022 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 2017-2022
Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 12 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
Table 13 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 14 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 15 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

Disclaimer

Sources

Summary 1 - Research Sources

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