



# Premium Beauty and Personal Care in the Netherlands

May 2026

## Premium Beauty and Personal Care in the Netherlands - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

#### INDUSTRY PERFORMANCE

Premium Brands Accelerate Growth Supported by Rising Consumer Expenditure and Population

Premium Colour Cosmetics Dominate with Broad Appeal While Baby and Child-Specific Products Show Fastest Growth

Vichy Leads Longevity Innovation with Science-Driven Dermocosmetic Launch Boosting Category Appeal

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/premium-beauty-and-personal-care-in-the-netherlands/report](http://www.euromonitor.com/premium-beauty-and-personal-care-in-the-netherlands/report).

