

Premium Beauty and Personal Care in the Netherlands

April 2024

Table of Contents

Premium Beauty and Personal Care in the Netherlands - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong retail current value growth for premium beauty and personal care Wide range of retail value growth rates in 2023 Premium dermocosmetics drive value sales in beauty and personal care

PROSPECTS AND OPPORTUNITIES

Positive outlook but slower retail value growth rates International companies set to invest in technology and science Retail e-commerce to gain popularity although premium consumers still enjoy personal shopping

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 the Netherlands - 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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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