



Euromonitor
International

Beauty and Personal Care in Western Europe

July 2024

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REGIONAL OVERVIEW

Western Europe expected to continue recording below-average growth

Sales back on a positive growth path after pandemic and inflation hit sales in 2020 and 2022

Skin care category makes up nearly a quarter of beauty and personal care sales

Premiumisation of beauty and personal care an ongoing trend in the UK

Product passports to offer consumers easy scrutiny of ingredients

Colour cosmetics records the greatest losses over 2018-2023

Stronger growth in Germany but stagnation for the UK in 2023

TikTok, "dupe" products, natural ingredients and multifunctional products

Health and beauty specialists lead distribution in Western Europe

E-commerce share declines again slightly in 2023

Social media platforms emerging as significant channels for purchases of beauty products

LEADING COMPANIES AND BRANDS

Relatively concentrated competitive landscapes in Western European markets

L'Oréal a strong leader in Western European beauty and personal care

Leading players are present across Western Europe

La Roche-Posay moves into the top 10 brands in Western Europe

FORECAST PROJECTIONS

Steady annual growth expected over the forecast period

Natural products and clean formulations increasingly prerequisites for French consumers

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Austria: Competitive and Retail Landscape

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