



Mass Beauty and Personal Care in Slovakia

May 2023

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Mass colour cosmetics rebounds strongly as consumers return to pre-pandemic norms and skin care routines retain currency

Strong rebound of mass fragrances

Mass beauty and personal care benefits from consumers trading down

PROSPECTS AND OPPORTUNITIES

Bleak economic outlook is likely to boost sales of mass beauty and personal care products

Omnichannel approach to continue to play a strong role in distribution

Natural and sustainable tenets to continue to gain traction

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

Beauty and Personal Care in Slovakia - Industry Overview

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: % Value 2017-2022

Table 14 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 15 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 16 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/mass-beauty-and-personal-care-in-slovakia/report.