



World Market for Beauty and Personal Care

May 2022

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INTRODUCTION

Scope

Examining five trends shaping the beauty and personal care industry

STATE OF THE INDUSTRY

2021 marked the rebound the industry expected, a positive sign for long-term growth

Personal care essentials and trend-driven beauty contributed to resilience in the industry

Skin care maintained lead, while colour cosmetics and fragrances regained momentum

Asia Pacific's growth hinged on skin care, while North America bolstered colour cosmetics

Hair care gains strongest in Asia Pacific and North America; largest losses in Latin America

The top 10 beauty and personal care markets maintained their rank in 2021

E-commerce growth slows in 2021, but increases penetration in skin care and cosmetics

Colour cosmetics recovers in 2021 with mid-single digit growth, but not quite to 2019 size

Asia Pacific to witness the fastest growth of all regions in premium fragrances

Rising cost of goods and inflation casts uncertainty on post-COVID-19 economic gains in 2021

Global stagflation scenario from war in Ukraine would affect largest beauty markets

LEADING COMPANIES AND BRANDS

Market fragmentation continues to rise in most regions

L'Oréal Groupe maintains leadership, while Beiersdorf regains sixth place

COVID-19 sees mass-led companies thrive, while premium continues to recover

Local Chinese brands are some of the fastest growing globally, propelled by C-beauty concept

L'Oréal leads in ethical claims

Business activity focused on premium indie brands, health and realignment

TOP FIVE TRENDS SHAPING THE INDUSTRY

Examining five trends shaping the beauty and personal care industry

Clean to clinical: The rise of ingredient-led beauty

Beauty tech: Personalisation in demand, but price-value-efficacy "sweet spot" a challenge

Beauty tech: Phygital experiences underscore a wider metaverse movement

Product and price hybridity: Multifunctionality and affordability grow amid pricing pressures

Emotional wellness: Self-care morphs into emotive branding and adjacent wellness

Conscious beauty: Combining social purpose with environmental and economic sustainability

Digital engagement expected to wield greatest influence in the forecast period

MARKET SNAPSHOTS

Global snapshot of baby and child-specific products

Global snapshot of bath and shower

Global snapshot of colour cosmetics

Global snapshot of deodorants

Global snapshot of depilatories

Global snapshot of dermocosmetics beauty and personal care

Global snapshot of fragrances

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Global snapshot of oral care

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Regional snapshot: Eastern Europe

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