

## **Skin Care in Austria**

Market Direction | 2022-11-29 | 31 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

In general, most consumers continued to follow their daily skin care routines during 2021 with this ensuring that growth remained relatively stable in retail volume terms. While the increase in retail value sales was not as high as it was pre-pandemic, skin care, thanks to a solid performance of hand care, face masks, firming/anti-cellulite body care and acne treatments, recorded positive growth during the year. Furthermore, anti-agers, as a category, also performed well during 2021. Brands of a...

Euromonitor International's Skin Care in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Skin Care market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

### **Table of Contents:**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

List Of Contents And Tables

SKIN CARE IN AUSTRIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Skin care sales remain stable

Growing demand for clean beauty

Ingredients, ingredients, ingredients...

PROSPECTS AND OPPORTUNITIES

Self-care trend set to support steady growth in skin care

E-commerce set to continue its upward trajectory

"Affordable luxury" brands likely to be among the best performers

CATEGORY DATA

Table 1 Sales of Skin Care by Category: Value 2016-2021

Table 2 Sales of Skin Care by Category: % Value Growth 2016-2021

Table 3 NBO Company Shares of Skin Care: % Value 2017-2021

Table 4 LBN Brand Shares of Skin Care: % Value 2018-2021

Table 5 LBN Brand Shares of Basic Moisturisers: % Value 2018-2021

Table 6 LBN Brand Shares of Anti-agers: % Value 2018-2021

Table 7 LBN Brand Shares of Firming/Anti-cellulite Body Care: % Value 2018-2021

Table 8 LBN Brand Shares of General Purpose Body Care: % Value 2018-2021

Table 9 LBN Brand Shares of Premium Skin Care: % Value 2018-2021

Table 10 □Forecast Sales of Skin Care by Category: Value 2021-2026

Table 11 □Forecast Sales of Skin Care by Category: % Value Growth 2021-2026

CHART 1 Beauty and Personal Care Value Sales Growth Scenarios: 2019-2026

CHART 2 Beauty and Personal Care Impact of Soft Drivers on Value Sales: 2019-2026

BEAUTY AND PERSONAL CARE IN AUSTRIA

EXECUTIVE SUMMARY

Beauty and personal care in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 12 Sales of Beauty and Personal Care by Category: Value 2016-2021

Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2016-2021

Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2017-2021

Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2018-2021

Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2016-2021

Table 18 Distribution of Beauty and Personal Care by Format: % Value 2016-2021

Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2021

Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2021-2026



## Skin Care in Austria

Market Direction | 2022-11-29 | 31 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-07"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com