

## **France Beauty and Personal Care Products - Growth, Trends, and Forecast (2023 - 2028)**

Market Report | 2023-01-23 | 180 pages | Mordor Intelligence

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### **Report description:**

The France beauty and personal care products market is projected to witness a CAGR of 2.87% over the next five years.

The beauty and personal care products market is growing in France owing to the demand for organic and natural products. Consumers are willing to pay more for organic and natural products because of their benefits. The growing demand for anti-ageing products and innovative and eco-friendly packaging designs contribute to the country's market growth. The online retail channels are also influencing sales of beauty and personal care products in the country. According to the E-Commerce Federation and Distance Selling Data from 2022, 43% of beauty and hygiene products were purchased online in France in 2021. A significant increase in the demand for men's grooming products, supported by the preference for multifunctional products, is also driving market growth in the country.

Furthermore, demand for luxury beauty products is also increasing in the region owing to an increase in disposable income, advertising, and promotions of the products. Consumers prefer high-quality products even if they have to pay more. This is because of brand trust and skin sensitivity. The market players are expanding their product portfolios in different countries. For instance, in March 2022, The L'Occitane Group, a leading international retailer and manufacturer of sustainable beauty and well-being products, formed an acquisition with the Australian cosmeceutical, clean skincare brand, Grown Alchemist.

### **France Beauty & Personal Care Product Market Trends**

#### **Rising Demand for Natural/Organic Beauty and Personal Care Products**

According to the Federation of Beauty Companies (FEBEA) data from 2021, skincare product contributes to 27% of total cosmetics

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revenue in France. The increased public concern regarding the adverse effects of synthetic chemicals, such as paraben and aluminum compounds used in skincare, hair care, and deodorants, led to increased demand for natural and organic products. Due to its natural formulation, many French consumers choose one brand over another; In recent years, there has been a rise in the market for clean, honest, and organic deodorant products in France. Purchases made depend on performance, which provides long-lasting protection and clinical properties. The market's appetite for natural ingredients has been apparent. Thus, several businesses have launched products containing nature-inspired ingredients, such as plant-inspired and luxury botanical ingredients combined with multi-functional properties. For instance, in October 2022, a French skincare brand, Typology, launched two natural deodorants to its body care collection. The deodorants are available in two scents i.e., Bergamot Green Mandarin and Rose Vanilla. Additionally, modern-age technology, resulting in innovative solutions in France, especially in the skincare segment, encourages many consumers to opt for beauty care products with functional benefits.

#### Oral Care is Projected to Grow at the Significant Growth Rate

The growing awareness about dental hygiene resulted in improved oral care regimes among people, propelling the market demand. Moreover, the easy availability and rising incidence of tooth decay, weak gums, and other issues have augmented the demand for the products. With high disposable income, a rise in oral complications realization, and product innovations, like electric toothbrushes, enticed the consumers to increase the product's sales. These electric brushes need replacement/refill heads once the battery expires. Such products are gaining popularity in France, boosting market demand. The benefits associated with toothpaste and its daily application among the French population resulted in a mature toothpaste market in the country. However, frequent consumption of more indulgent food with sweeteners and other sticky ingredients resulted in increased incidences of tooth decay due to which consumers are using toothpaste and other oral care products regularly. According to Sunstar Global Health Thinking Report of 2021, 50% of people brush their teeth twice a day in France. New product innovations and consumer demand for natural oral care products are driving the market. For instance, in June 2022, Bioseptyl, a French brand of oral hygiene products launched a toothpaste stick with solid toothpaste. The toothpaste is made of 100% natural ingredients. The products are natural, eco-designed, eco-friendly, and travel-friendly.

#### France Beauty & Personal Care Product Market Competitor Analysis

The French beauty and personal care market is highly competitive, with both global and domestic players offering a diverse portfolio of products with organic ingredients, advanced formulations, and vegan recipes. The major players in the market include L'Oreal Group, Procter & Gamble Company, Estee Lauder Companies, Unilever PLC, and Shiseido Co. Ltd. The companies are competing on different factors, including product offerings, quality, packaging, and marketing activities, to gain a competitive advantage in the market. The potential of e-commerce channels for distribution is being explored and exploited by market players to provide the convenience of shopping and reach out to more consumers across geographical boundaries.

#### Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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