

## **Mass Beauty and Personal Care in Belgium**

Market Direction | 2023-04-26 | 21 pages | Euromonitor

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### **Report description:**

In 2022, mass beauty and personal care products experienced strong value sales growth, but it was largely driven by rising prices. Despite this growth, several categories experienced stagnant or declining volume sales growth due to pressure on purchasing power, resulting in a contraction in demand for these products.

Euromonitor International's Mass Beauty and Personal Care in Belgium report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin Care.

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

Why buy this report?

- \* Get a detailed picture of the Mass Beauty and Personal 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.

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Value sales rise due to significant increase in prices during 2022

Consumers prefer to shop on promotion rather than down trade in 2022

Mass fragrances, colour cosmetics and sun care among best performing products in 2022 as consumers return to out of home activities

**PROSPECTS AND OPPORTUNITIES**

Price as well as quality, health and wellness to influence consumer purchasing decisions during the forecast period

Increasing competition from premium dermocosmetics likely over the second half of the forecast period

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