

## **Skin Care in Belgium**

Market Direction | 2023-04-26 | 27 pages | Euromonitor

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### **Report description:**

The inflation crisis had a significant impact on sales of skin care, as well as on every other category in beauty and personal care. With prices rising substantially, value sales registered healthy growth in 2022. However, volume sales growth remained largely stagnant, reflecting many consumers' heightened sensitivity to prices and their cautious spending habits.

Euromonitor International's Skin 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: 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.

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SKIN CARE IN BELGIUM

KEY DATA FINDINGS

2022 DEVELOPMENTS

Despite fiscal pressure many consumers continue to prioritise the health of their skin in 2022

Consumers enjoy indulging at low prices in 2022, making use of promotions and discounts

Facial care remains an important category of skin care in 2022

PROSPECTS AND OPPORTUNITIES

Promotions, especially via e-commerce, are likely to drive sales over the forecast period

As health and personal care stores expand, sales of dermocosmetics are set to rise, notably over the second half of the forecast period

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