

Skin Care in Spain

Market Direction | 2023-05-04 | 30 pages | Euromonitor

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Report description:

Skin care retail posted a solid performance in 2022, bucking the general trend in the Spanish beauty and personal care market as a whole. Sales were boosted by health and wellness trends, facilitated by the COVID-19 pandemic, with consumers increasingly perceiving the skin as a window to their underlying health. As a result, Spaniards were willing to spend larger sums of money on their skin care regimes, despite the uncertain economic situation. Face masks and moisturisers and treatments saw the...

Euromonitor International's Skin Care in Spain 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 SPAIN

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2022 DEVELOPMENTS

Quest for healthy skin drives sales with face masks and moisturisers leading the way

Growing interest in products which present viable alternative to cosmetic surgery

Spaniards start to look beyond big brands towards locally-produced offerings with sustainability credentials, as well as private label

PROSPECTS AND OPPORTUNITIES

Modest growth expected, with face masks leading the way

Players to take a more holistic approach to skin care, with natural ranges also in demand

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