

## **Beauty and Personal Care in Croatia**

Market Direction | 2023-05-02 | 102 pages | Euromonitor

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### **Report description:**

Beauty and personal care faced a very changeable sales period in 2022. On the positive side, public life had almost completely recovered from the effects of COVID-19 creating a stronger appetite for beauty and personal care products. In colour cosmetics and other beauty-related products, this was particularly important as consumers started going out again at night time and attended events during the day. However, the war in Ukraine and rising inflation heavily impacted current value sales, with...

Euromonitor International's Beauty and Personal Care in Croatia 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: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun 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 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.

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## 2022 DEVELOPMENTS

Natural and organic is a prominent trend in deodorants

Multinationals face competition from local brands and private labels

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E-commerce channel to remain important

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