

## **Beauty and Personal Care in Denmark**

Market Direction | 2023-04-24 | 118 pages | Euromonitor

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### **Report description:**

After dynamic growth in 2021, beauty and personal care witnessed limited current value growth in 2022 and a decline in retail volume sales, as consumption patterns began shift back to normal levels. A number of beauty and personal care categories had seen a strong rebound in current value sales in 2021, but such a pace of growth was unlikely to be sustainable in 2022 leading to either decline or a slowdown in value sales. High inflation had a negative impact on beauty and personal care in 2022,...

Euromonitor International's Beauty and Personal Care in Denmark 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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