

## **Beauty and Personal Care in Pakistan**

Market Direction | 2023-05-15 | 90 pages | Euromonitor

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### **Report description:**

While in 2022 Pakistan largely put the disruptions caused by the pandemic behind it, there were other challenges. Massive devaluation of the Pakistani rupee against major world currencies and spiralling double-digit inflation, partly caused by the energy crisis stemming from the war in Ukraine, led to a dismal economic picture. In addition, catastrophic floods left hundreds of thousands in need of emergency aid. However, despite the difficult economic conditions, beauty and personal care registe...

Euromonitor International's Beauty and Personal Care in Pakistan 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.

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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## **Table of Contents:**

Beauty and Personal Care in Pakistan  
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### List Of Contents And Tables

#### BEAUTY AND PERSONAL CARE IN PAKISTAN

##### EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture  
2022 key trends  
Competitive landscape  
Retailing developments  
What next for beauty and personal care?

##### MARKET DATA

Table 1 Sales of Beauty and Personal Care by Category: Value 2017-2022  
Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022  
Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022  
Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022  
Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022  
Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022  
Table 7 Distribution of Beauty and Personal Care by Format: % Value 2017-2022  
Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2022  
Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027  
Table 10 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

##### DISCLAIMER

##### SOURCES

Summary 1 Research Sources

#### MASS BEAUTY AND PERSONAL CARE IN PAKISTAN

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Moderate growth, in spite of high inflation  
Competitive landscape becomes more consolidated over review period  
Extensive distribution benefits mass

##### PROSPECTS AND OPPORTUNITIES

Moderate outlook over forecast period  
Expansion of modern retailing contributing to rising sales  
A more natural approach over the forecast period

##### CATEGORY DATA

Table 11 Sales of Mass Beauty and Personal Care by Category: Value 2017-2022  
Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2017-2022  
Table 13 NBO Company Shares of Mass Beauty and Personal Care: % Value 2018-2022  
Table 14 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2019-2022  
Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2022-2027  
Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2022-2027

#### PREMIUM BEAUTY AND PERSONAL CARE IN PAKISTAN

##### KEY DATA FINDINGS

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## 2022 DEVELOPMENTS

Lower growth than mass as inflation bites  
Premium fragrance brands lead competitive landscape  
Premium skin care accounts for most value sales

## PROSPECTS AND OPPORTUNITIES

Healthy outlook over forecast period  
Growing competition from higher quality mass brands  
Domestic production continues to be limited

## CATEGORY DATA

Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2017-2022  
Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2017-2022  
Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022  
Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022  
Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2022-2027  
Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2022-2027

## BABY AND CHILD-SPECIFIC PRODUCTS IN PAKISTAN

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Healthy volume growth, in spite of high inflation  
Competitive landscape remained stable  
Baby wipes registers highest current value growth

## PROSPECTS AND OPPORTUNITIES

Healthy value and volume growth over forecast period  
Consumers increasingly concerned about the environment  
Packaging key way to drive value sales

## CATEGORY DATA

Table 23 Sales of Baby and Child-specific Products by Category: Value 2017-2022  
Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022  
Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022  
Table 26 NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022  
Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022  
Table 28 Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027  
Table 29 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027  
Table 30 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2022-2027

## BATH AND SHOWER IN PAKISTAN

## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Population growth supports volume growth  
Multinationals still dominate  
Bar soap continues to be most popular product

## PROSPECTS AND OPPORTUNITIES

Moderate outlook over forecast period  
Growing focus on natural products in response to rising health consciousness  
Players compete through differentiation

## CATEGORY DATA

Table 31 Sales of Bath and Shower by Category: Value 2017-2022  
Table 32 Sales of Bath and Shower by Category: % Value Growth 2017-2022

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Table 33 Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022  
Table 34 NBO Company Shares of Bath and Shower: % Value 2018-2022  
Table 35 LBN Brand Shares of Bath and Shower: % Value 2019-2022  
Table 36 Forecast Sales of Bath and Shower by Category: Value 2022-2027  
Table 37 Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027  
Table 38 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2022-2027

## COLOUR COSMETICS IN PAKISTAN

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Growth muted by soaring inflation  
Local brands have significant foothold  
Social media increasingly important

### PROSPECTS AND OPPORTUNITIES

Society fully opening benefits colour cosmetics  
Clean movement gathers momentum  
Multifunctional products increasingly popular

### CATEGORY DATA

Table 39 Sales of Colour Cosmetics by Category: Value 2017-2022  
Table 40 Sales of Colour Cosmetics by Category: % Value Growth 2017-2022  
Table 41 Sales of Colour Cosmetics by Premium vs Mass: % Value 2017-2022  
Table 42 NBO Company Shares of Colour Cosmetics: % Value 2018-2022  
Table 43 LBN Brand Shares of Colour Cosmetics: % Value 2019-2022  
Table 44 LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022  
Table 45 Forecast Sales of Colour Cosmetics by Category: Value 2022-2027  
Table 46 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027  
Table 47 Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2022-2027

## DEODORANTS IN PAKISTAN

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Significant increase in volume sales, as society opens up  
Multinationals continue to dominate  
Deodorants sprays the most popular format  
Society fully opening benefits deodorants  
Manufacturers focus on various different benefits to stimulate growth  
Potential for growth of premium deodorants, with a more natural positioning

### CATEGORY DATA

Table 48 Sales of Deodorants by Category: Value 2017-2022  
Table 49 Sales of Deodorants by Category: % Value Growth 2017-2022  
Table 50 Sales of Deodorants by Premium vs Mass: % Value 2017-2022  
Table 51 NBO Company Shares of Deodorants: % Value 2018-2022  
Table 52 LBN Brand Shares of Deodorants: % Value 2019-2022  
Table 53 Forecast Sales of Deodorants by Category: Value 2022-2027  
Table 54 Forecast Sales of Deodorants by Category: % Value Growth 2022-2027  
Table 55 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2022-2027

## DEPILATORIES IN PAKISTAN

### KEY DATA FINDINGS

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## 2022 DEVELOPMENTS

Healthy increase in volume sales, as society opens up

Veet continues to lead

More women joining the workforce fuels sales

## PROSPECTS AND OPPORTUNITIES

Rosy outlook over forecast period

Women's razors and blades to grow as the taboo around usage weakens

Strong marketing to push awareness and use

## CATEGORY DATA

Table 56 Sales of Depilatories by Category: Value 2017-2022

Table 57 Sales of Depilatories by Category: % Value Growth 2017-2022

Table 58 NBO Company Shares of Depilatories: % Value 2018-2022

Table 59 LBN Brand Shares of Depilatories: % Value 2019-2022

Table 60 Forecast Sales of Depilatories by Category: Value 2022-2027

Table 61 Forecast Sales of Depilatories by Category: % Value Growth 2022-2027

## FRAGRANCES IN PAKISTAN

### KEY DATA FINDINGS

## 2022 DEVELOPMENTS

High inflation dampens volume sales

Fragrances continued to be highly fragmented

Premium outperforms mass

## PROSPECTS AND OPPORTUNITIES

Positive outlook over forecast period

Continued concerns regarding counterfeit

E-commerce continues to gain value share

## CATEGORY DATA

Table 62 Sales of Fragrances by Category: Value 2017-2022

Table 63 Sales of Fragrances by Category: % Value Growth 2017-2022

Table 64 NBO Company Shares of Fragrances: % Value 2018-2022

Table 65 LBN Brand Shares of Fragrances: % Value 2019-2022

Table 66 LBN Brand Shares of Premium Men's Fragrances: % Value 2019-2022

Table 67 LBN Brand Shares of Premium Women's Fragrances: % Value 2019-2022

Table 68 Forecast Sales of Fragrances by Category: Value 2022-2027

Table 69 Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

## HAIR CARE IN PAKISTAN

### KEY DATA FINDINGS

## 2022 DEVELOPMENTS

High inflation dampens volume sales

Multinationals still dominate

2-in-1 products register highest current value growth

## PROSPECTS AND OPPORTUNITIES

Moderate outlook over forecast period

Product launches expected in the natural and organic sphere

Greater attention to personal image to boost appeal of specialised hair care options

## CATEGORY DATA

Table 70 Sales of Hair Care by Category: Value 2017-2022

Table 71 Sales of Hair Care by Category: % Value Growth 2017-2022

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Table 72 Sales of Hair Care by Premium vs Mass: % Value 2017-2022

Table 73 NBO Company Shares of Hair Care: % Value 2018-2022

Table 74 LBN Brand Shares of Hair Care: % Value 2019-2022

Table 75 LBN Brand Shares of Premium Hair Care: % Value 2019-2022

Table 76 Forecast Sales of Hair Care by Category: Value 2022-2027

Table 77 Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

Table 78 Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

## **MEN'S GROOMING IN PAKISTAN**

### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Populations growth ensures modest volume growth

Procter & Gamble holds on to clear lead

Electric shavers stealing some value share from razors and blades

#### **PROSPECTS AND OPPORTUNITIES**

Very healthy constant value growth over forecast period

Greater exposure to pique interest in less developed products

Men's grooming will become more segmented and specialised

#### **CATEGORY DATA**

Table 79 Sales of Men's Grooming by Category: Value 2017-2022

Table 80 Sales of Men's Grooming by Category: % Value Growth 2017-2022

Table 81 Sales of Men's Razors and Blades by Type: % Value Breakdown 2019-2022

Table 82 Sales of Men's Skin Care by Type: % Value Breakdown 2019-2022

Table 83 NBO Company Shares of Men's Grooming: % Value 2018-2022

Table 84 LBN Brand Shares of Men's Grooming: % Value 2019-2022

Table 85 LBN Brand Shares of Men's Razors and Blades: % Value 2019-2022

Table 86 Forecast Sales of Men's Grooming by Category: Value 2022-2027

Table 87 Forecast Sales of Men's Grooming by Category: % Value Growth 2022-2027

## **ORAL CARE IN PAKISTAN**

### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Healthy increase in volume sales, as society opens up

Colgate and Sensodyne continue to dominate

Multifunctional benefits in demand

#### **PROSPECTS AND OPPORTUNITIES**

Further room for growth as standards of dental hygiene improve

Barriers to entry remain strong

Increased interest in toothpaste with a more natural positioning

#### **CATEGORY DATA**

Table 88 Sales of Oral Care by Category: Value 2017-2022

Table 89 Sales of Oral Care by Category: % Value Growth 2017-2022

Table 90 Sales of Toothbrushes by Category: Value 2017-2022

Table 91 Sales of Toothbrushes by Category: % Value Growth 2017-2022

Table 92 Sales of Toothpaste by Type: % Value Breakdown 2018-2022

Table 93 NBO Company Shares of Oral Care: % Value 2018-2022

Table 94 LBN Brand Shares of Oral Care: % Value 2019-2022

Table 95 Forecast Sales of Oral Care by Category: Value 2022-2027

Table 96 Forecast Sales of Oral Care by Category: % Value Growth 2022-2027

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Table 97 □Forecast Sales of Toothbrushes by Category: Value 2022-2027

Table 98 □Forecast Sales of Toothbrushes by Category: % Value Growth 2022-2027

## SKIN CARE IN PAKISTAN

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Healthy growth in what is still an immature product area

Unilever benefits from large portfolio and ongoing investment

More women joining the workforce boost value sales

### PROSPECTS AND OPPORTUNITIES

Healthy outlook over forecast period

Clean and natural ingredients more in demand

Move towards multi-benefit products over forecast period

### CATEGORY DATA

Table 99 Sales of Skin Care by Category: Value 2017-2022

Table 100 Sales of Skin Care by Category: % Value Growth 2017-2022

Table 101 NBO Company Shares of Skin Care: % Value 2018-2022

Table 102 LBN Brand Shares of Skin Care: % Value 2019-2022

Table 103 LBN Brand Shares of Premium Skin Care: % Value 2019-2022

Table 104 Forecast Sales of Skin Care by Category: Value 2022-2027

Table 105 Forecast Sales of Skin Care by Category: % Value Growth 2022-2027

## SUN CARE IN PAKISTAN

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Value sales low, though growth is healthy

Pond's holds on to top spot

High sun protection factor and other benefits in demand

### PROSPECTS AND OPPORTUNITIES

Healthy growth over forecast period

Blurring of lines between skin care and sun care

Focus on education on the risks of exposure to the sun stimulate demand

### CATEGORY DATA

Table 106 Sales of Sun Care by Category: Value 2017-2022

Table 107 Sales of Sun Care by Category: % Value Growth 2017-2022

Table 108 Sales of Sun Care by Premium vs Mass: % Value 2017-2022

Table 109 NBO Company Shares of Sun Care: % Value 2018-2022

Table 110 LBN Brand Shares of Sun Care: % Value 2019-2022

Table 111 Forecast Sales of Sun Care by Category: Value 2022-2027

Table 112 Forecast Sales of Sun Care by Category: % Value Growth 2022-2027

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