

Beauty and Personal Care in Sweden

Market Direction | 2023-05-11 | 130 pages | Euromonitor

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Report description:

Despite a high degree of maturity, the beauty and personal care market in Sweden displayed a slight upturn in retail volume in 2022, commensurate with an increase in the size of the population, which in turn, was spurred by immigration. Moreover, while the impact of COVID-19 on beauty and personal care products in Sweden was relatively modest compared to many other Western European countries, thanks to the government's less strict approach to the pandemic, a revival in international travel, comb...

Euromonitor International's Beauty and Personal Care in Sweden 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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Improved performance in 2022, thanks to consumers' value-for-money focus
Dermocosmetics brands grow in importance
Mass colour cosmetics and fragrances lose share to their premium counterparts, despite high number of new product launches

PROSPECTS AND OPPORTUNITIES

Mass products will be outpaced by premium offerings, as trend towards trading up continues
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2022 DEVELOPMENTS

Return to pre-pandemic lifestyles revives premiumisation trend

Artisanal products with "clean" beauty credentials fuel growth in skin care, while niche fragrances gain further appeal

Affordable premium brands gain traction

PROSPECTS AND OPPORTUNITIES

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Sun care products will lead growth

Parents will continue to seek out natural, additive-free options

PROSPECTS AND OPPORTUNITIES

Further decline in the national birth rate will have negative impact on volumes, but parents will continue to spoil their offspring.

"Less is more" approach will characterise baby and child-specific products, with niche brands gaining traction

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Declining use of hand sanitisers restricts value growth

Burgeoning sport and exercise trend has positive impact on body wash/shower gel

PROSPECTS AND OPPORTUNITIES

Improved performance expected, thanks to premiumisation trend

Body powder suffers from old fashion image, while traditional bar soap has potential, thanks to growing sustainability concerns

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Having been well-placed to benefit from shift towards e-commerce, growth in online sales slows in 2022

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High degree of saturation limits opportunities for value growth

Salon brands benefit from home influence trends, as well as growing online presence

"Clean" formulations will find their niche in a mature market

PROSPECTS AND OPPORTUNITIES

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Sustainability focus adds value in mature subcategories of toothpaste and manual toothbrushes

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Sun protection products benefit from inclusion of skin care attributes, as premiumisation trend continues

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