

Beauty and Personal Care in Sweden

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

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

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.

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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Beauty and Personal Care in Sweden
Euromonitor International
May 2023

List Of Contents And Tables

BEAUTY AND PERSONAL CARE IN SWEDEN

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 SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

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
Commodified categories of bath and shower, deodorants and skin care will benefit from premiumisation and skinification trends
Shift in focus towards pharmacies, thanks to continued interest in dermocosmetics

CATEGORY DATA

Table 72 Sales of Mass Beauty and Personal Care by Category: Value 2017-2022
Table 73 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 74 NBO Company Shares of Mass Beauty and Personal Care: % Value 2018-2022
Table 75 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2019-2022
Table 76 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2022-2027
Table 77 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2022-2027

PREMIUM BEAUTY AND PERSONAL CARE IN SWEDEN

KEY DATA FINDINGS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

Premium brands will continue to benefit from home indulgence trend, although inflationary pressures will restrict growth potential

Demographic trends will have positive impact on sales

Digital marketing will remain important, especially for niche offerings

CATEGORY DATA

Table 78 Sales of Premium Beauty and Personal Care by Category: Value 2017-2022

Table 79 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 80 NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022

Table 81 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022

Table 82 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2022-2027

Table 83 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2022-2027

BABY AND CHILD-SPECIFIC PRODUCTS IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Continued growth expected, despite rising inflation and falling birth rate

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

Sun care will continue to lead growth, in keeping with return to pre-pandemic outdoor activities

CATEGORY DATA

Table 84 Sales of Baby and Child-specific Products by Category: Value 2017-2022

Table 85 Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022

Table 86 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022

Table 87 NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022

Table 88 LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022

Table 89 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2019-2022

Table 90 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2019-2022

Table 91 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2019-2022

Table 92 Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027

Table 93 □Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027

Table 94 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2022-2027

BATH AND SHOWER IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Stagnant performance for bath and shower in 2022

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Hand sanitisers have had their heyday

CATEGORY DATA

Table 95 Sales of Bath and Shower by Category: Value 2017-2022

Table 96 Sales of Bath and Shower by Category: % Value Growth 2017-2022

Table 97 Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022

Table 98 NBO Company Shares of Bath and Shower: % Value 2018-2022

Table 99 LBN Brand Shares of Bath and Shower: % Value 2019-2022

Table 100 LBN Brand Shares of Premium Bath and Shower: % Value 2019-2022

Table 101 Forecast Sales of Bath and Shower by Category: Value 2022-2027

Table 102 Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027

Table 103 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2022-2027

COLOUR COSMETICS IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Make-up sales are boosted by return to normal routines

Premiumisation trend continues in 2022

Mass brands up investment in new launches

PROSPECTS AND OPPORTUNITIES

Premiumisation trend look set to continue, although continued popularity of low-cost retailers could restrict value performance

Digital marketing will be crucial for niche brands

An ageing, more ethnically diverse population will create opportunities for further development

CATEGORY DATA

Table 104 Sales of Colour Cosmetics by Category: Value 2017-2022

Table 105 Sales of Colour Cosmetics by Category: % Value Growth 2017-2022

Table 106 NBO Company Shares of Colour Cosmetics: % Value 2018-2022

Table 107 LBN Brand Shares of Colour Cosmetics: % Value 2019-2022

Table 108 LBN Brand Shares of Eye Make-up: % Value 2019-2022

Table 109 LBN Brand Shares of Facial Make-up: % Value 2019-2022

Table 110 LBN Brand Shares of Lip Products: % Value 2019-2022

Table 111 LBN Brand Shares of Nail Products: % Value 2019-2022

Table 112 LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022

Table 113 □Forecast Sales of Colour Cosmetics by Category: Value 2022-2027

Table 114 □Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027

DEODORANTS IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

No upsurge in demand for deodorants in 2022, due to their essential nature

Deodorant sprays and sticks benefit from premiumisation trend, while deodorant creams continue to be valued for their sustainable credentials

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

PROSPECTS AND OPPORTUNITIES

Further growth expected, led by deodorant creams

Burgeoning popularity of low-cost stores, notably Normal, could dampen value growth

Sustainability issues will shape new product development

CATEGORY DATA

Table 115 Sales of Deodorants by Category: Value 2017-2022

Table 116 Sales of Deodorants by Category: % Value Growth 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 117 Sales of Deodorants by Premium vs Mass: % Value 2017-2022
Table 118 NBO Company Shares of Deodorants: % Value 2018-2022
Table 119 LBN Brand Shares of Deodorants: % Value 2019-2022
Table 120 LBN Brand Shares of Premium Deodorants: % Value 2019-2022
Table 121 Forecast Sales of Deodorants by Category: Value 2022-2027
Table 122 Forecast Sales of Deodorants by Category: % Value Growth 2022-2027
Table 123 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2022-2027

DEPILATORIES IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Unremarkable growth in 2022, with growing demand for urban consumers offset by increasing popularity of salon waxing

Skinification trend adds value

Alternative depilation methods and sustainability concerns fail to make an impact

PROSPECTS AND OPPORTUNITIES

Growth will be hampered by high degree of maturity

Natural formulas will gain traction

Niche and private label products will pose competition to leading players

CATEGORY DATA

Table 11 Sales of Depilatories by Category: Value 2017-2022
Table 12 Sales of Depilatories by Category: % Value Growth 2017-2022
Table 13 Sales of Women's Razors and Blades by Type: % Value Breakdown 2018-2022
Table 14 NBO Company Shares of Depilatories: % Value 2018-2022
Table 15 LBN Brand Shares of Depilatories: % Value 2019-2022
Table 16 Forecast Sales of Depilatories by Category: Value 2022-2027
Table 17 Forecast Sales of Depilatories by Category: % Value Growth 2022-2027

FRAGRANCES IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Full recovery in 2022, thanks to indulgence trend, with shift back towards store-based retailing

Premiumisation trend continues, with niche brands performing particularly well

Celebrity endorsed brands fuel growth in mass fragrances

PROSPECTS AND OPPORTUNITIES

Solid performance expected, thanks to normalisation of daily lifestyles

Premium offerings will lead growth, thanks to growing popularity of artisanal offerings

Unisex fragrances and premium fragrance sets will gain traction

CATEGORY DATA

Table 18 Sales of Fragrances by Category: Value 2017-2022
Table 19 Sales of Fragrances by Category: % Value Growth 2017-2022
Table 20 NBO Company Shares of Fragrances: % Value 2018-2022
Table 21 LBN Brand Shares of Fragrances: % Value 2019-2022
Table 22 LBN Brand Shares of Premium Men's Fragrances: % Value 2019-2022
Table 23 LBN Brand Shares of Premium Women's Fragrances: % Value 2019-2022
Table 24 Forecast Sales of Fragrances by Category: Value 2022-2027
Table 25 Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

HAIR CARE IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

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

Trend towards commoditisation will place downward pressure on value sales

Continued shift in favour of "clean labels"

New entrants will turn to e-commerce to circumnavigate strength of established players in store-based retailing

CATEGORY DATA

Table 26 Sales of Hair Care by Category: Value 2017-2022

Table 27 Sales of Hair Care by Category: % Value Growth 2017-2022

Table 28 Sales of Hair Care by Premium vs Mass: % Value 2017-2022

Table 29 NBO Company Shares of Hair Care: % Value 2018-2022

Table 30 NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022

Table 31 LBN Brand Shares of Hair Care: % Value 2019-2022

Table 32 LBN Brand Shares of Colourants: % Value 2019-2022

Table 33 LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022

Table 34 LBN Brand Shares of Styling Agents: % Value 2019-2022

Table 35 □LBN Brand Shares of Premium Hair Care: % Value 2019-2022

Table 36 □Forecast Sales of Hair Care by Category: Value 2022-2027

Table 37 □Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

Table 38 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

MEN'S GROOMING IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Return to pre-pandemic work and social lifestyles fuels growth in 2022

Stable development for men's shaving products, with premiumisation and value-for-money trends growing simultaneously

Opportunities to trade up in men's toiletries

PROSPECTS AND OPPORTUNITIES

Steady growth expected, driven by a growing interest in premium brands

Scope for further development of men's toiletries

Further segmentation in skin care

CATEGORY DATA

Table 39 Sales of Men's Grooming by Category: Value 2017-2022

Table 40 Sales of Men's Grooming by Category: % Value Growth 2017-2022

Table 41 Sales of Men's Razors and Blades by Type: % Value Breakdown 2019-2022

Table 42 Sales of Men's Skin Care by Type: % Value Breakdown 2019-2022

Table 43 NBO Company Shares of Men's Grooming: % Value 2018-2022

Table 44 LBN Brand Shares of Men's Grooming: % Value 2019-2022

Table 45 LBN Brand Shares of Men's Razors and Blades: % Value 2019-2022

Table 46 Forecast Sales of Men's Grooming by Category: Value 2022-2027

Table 47 Forecast Sales of Men's Grooming by Category: % Value Growth 2022-2027

ORAL CARE IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

No noticeable rebound in 2022, thanks to essential nature of oral care products

Electric toothbrushes remain key driver of growth

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

PROSPECTS AND OPPORTUNITIES

Growing maturity will present a challenge to manufacturers, alongside a waning demand for denture care products
Electric toothbrushes will remain key driver of growth, thanks to technological advancements by the leading players
Sustainability trends will grow in prominence

CATEGORY DATA

Table 48 Sales of Oral Care by Category: Value 2017-2022

Table 49 Sales of Oral Care by Category: % Value Growth 2017-2022

Table 50 Sales of Toothbrushes by Category: Value 2017-2022

Table 51 Sales of Toothbrushes by Category: % Value Growth 2017-2022

Table 52 Sales of Toothpaste by Type: % Value Breakdown 2018-2022

Table 53 NBO Company Shares of Oral Care: % Value 2018-2022

Table 54 LBN Brand Shares of Oral Care: % Value 2019-2022

Table 55 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2019-2022

Table 56 LBN Brand Shares of Toothpaste: % Value 2019-2022

Table 57 □Forecast Sales of Oral Care by Category: Value 2022-2027

Table 58 □Forecast Sales of Oral Care by Category: % Value Growth 2022-2027

Table 59 □Forecast Sales of Toothbrushes by Category: Value 2022-2027

Table 60 □Forecast Sales of Toothbrushes by Category: % Value Growth 2022-2027

SKIN CARE IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Continuation of healthy growth trend in 2022

Rising popularity of dermocosmetic brands

Niche, artisanal offerings gain traction, with "clean beauty" and affordable premium lines proving to be winners with consumers

PROSPECTS AND OPPORTUNITIES

At-home indulgence trend will support further growth

Ageing, more diverse population will provide opportunities within skin care

Leading players will face increasing competition from domestic brands, which have the ability to tap into local preferences

CATEGORY DATA

Table 61 Sales of Skin Care by Category: Value 2017-2022

Table 62 Sales of Skin Care by Category: % Value Growth 2017-2022

Table 63 NBO Company Shares of Skin Care: % Value 2018-2022

Table 64 LBN Brand Shares of Skin Care: % Value 2019-2022

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

Table 66 LBN Brand Shares of Anti-agers: % Value 2019-2022

Table 67 LBN Brand Shares of Firming/Anti-cellulite Body Care: % Value 2019-2022

Table 68 LBN Brand Shares of General Purpose Body Care: % Value 2019-2022

Table 69 LBN Brand Shares of Premium Skin Care: % Value 2019-2022

Table 70 □Forecast Sales of Skin Care by Category: Value 2022-2027

Table 71 □Forecast Sales of Skin Care by Category: % Value Growth 2022-2027

SUN CARE IN SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sun care leads growth in beauty and personal care in 2022, thanks to return of international tourism and buoyant outdoor activity trend

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

Self-tanning sees stronger focus on natural effects

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

PROSPECTS AND OPPORTUNITIES

Return of pre-pandemic outdoor lifestyles will fuel future growth

Skin care properties will become more prevalent in sun care

After sun has potential to benefit from- skinification trend

CATEGORY DATA

Table 124 Sales of Sun Care by Category: Value 2017-2022

Table 125 Sales of Sun Care by Category: % Value Growth 2017-2022

Table 126 NBO Company Shares of Sun Care: % Value 2018-2022

Table 127 LBN Brand Shares of Sun Care: % Value 2019-2022

Table 128 LBN Brand Shares of Premium Adult Sun Care: % Value 2019-2022

Table 129 Forecast Sales of Sun Care by Category: Value 2022-2027

Table 130 Forecast Sales of Sun Care by Category: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Beauty and Personal Care in Sweden

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-06-26
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com