

**Mass Beauty and Personal Care in Slovenia**

Market Direction | 2023-05-15 | 20 pages | Euromonitor

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**Report description:**

Private label expanded significantly in the mass beauty and personal care segment in 2022. The general rise in the popularity of discounters in the Slovenian market played a key role in the development of private label during the year, as discounters place private label at the centre of their product offer. The most popular discounters are Hofer (Aldi) and Lidl, which are expanding their stores across the country. These stores are usually positioned near highways or business centres, where the m...

Euromonitor International's Mass Beauty and Personal Care in Slovenia 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: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin 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 Mass 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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