

## **Premium Beauty and Personal Care in Sweden**

Market Direction | 2023-05-11 | 23 pages | Euromonitor

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### **Report description:**

Premium beauty and personal care saw strong performance in 2022, gaining share at the expense of mass brands most categories. While current value growth was noticeably boosted by inflation and rising unit prices, sales were also driven by an increase in the number of social occasions, such as parties and weddings, where premium products tend to be more desired and more socially acceptable than their mass equivalents. Indeed, the normalisation of consumer behaviour, following the COVID-19 crisis,...

Euromonitor International's Premium 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: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium 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 Premium 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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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

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