

Skin Care in Sweden

Market Direction | 2023-05-11 | 29 pages | Euromonitor

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Report description:

Skin care continued as one of the best-performing categories in beauty and personal care in 2022, having defied expectations during the COVID-19 pandemic. Consumption was driven by a combination of a consumer focus on personal hygiene and skin health, combined with the trend towards at-home indulgence., as consumers sought to pamper themselves at home. In this sense, skin care served as a focal point for consumer attention, cannibalising sales of colour cosmetics and fragrances. With consumers r...

Euromonitor International's Skin 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: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Skin 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

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SKIN CARE IN SWEDEN

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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

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