

Mass Beauty and Personal Care in Germany

Market Direction | 2023-06-29 | 22 pages | Euromonitor

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Report description:

Mass beauty and personal care fared quite well in 2022, with rising sales in retail current value terms due to recovery in the post-pandemic period, alongside inflationary pressures supporting value growth. Positive factors driving sales included the revival of pandemic-hit categories, which bounced back in 2022 as the impact of the pandemic lifted. For instance, mass beauty and personal care benefited from the extraordinary performance of mass colour cosmetics and mass fragrances in 2022, which...

Euromonitor International's Mass Beauty and Personal Care in Germany 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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