

**Mass Beauty and Personal Care in Belgium**

Market Direction | 2024-04-12 | 21 pages | Euromonitor

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**Report description:**

In 2023, the financial constraints faced by consumers due to the rising costs of living in Belgium pushed many individuals towards more affordable mass beauty and personal care products. Restrictions on promotions, brought forth by the new EU Omnibus Directive, also drove demand for mass products since many premium brands were unable to leverage promotions to drive sales. Overall, retail volume sales of mass beauty and personal care outperformed the premium segment.

Euromonitor International's Mass Beauty and Personal Care in Belgium report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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.

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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