

Beauty and Personal Care in the Czech Republic

Market Direction | 2024-04-18 | 129 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

Report description:

The war in Ukraine derailed the economic recovery of the Czech Republic and further disrupted the growth of real wages. GDP fell slightly in 2023, mainly reflecting a decline in household consumption amidst deteriorating consumer sentiment and a high level of uncertainty. Steep rises in energy and commodity prices have triggered a cost of living crisis and put Czech consumers into saving mode. The average rate of inflation was over 10% in 2023, despite dropping compared to 2022. As the inflation...

Euromonitor International's Beauty and Personal Care in Czech Republic 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: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun 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 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Beauty and Personal Care in the Czech Republic

Euromonitor International

April 2024

List Of Contents And Tables

BEAUTY AND PERSONAL CARE IN THE CZECH REPUBLIC

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 1 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 7 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 10 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

MASS BEAUTY AND PERSONAL CARE IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mass beauty and personal care products focus on adding premium elements to support sales

Stronger inclination towards private label brands

Sun care amongst the most dynamic mass market categories

PROSPECTS AND OPPORTUNITIES

Value growth will be limited, with volume sales improving

Private label expected to thrive, responding to consumers' price sensitivity

Premiumisation trend will remain a major limiting force for mass market categories

CATEGORY DATA

Table 11 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 13 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

PREMIUM BEAUTY AND PERSONAL CARE IN THE CZECH REPUBLIC

KEY DATA FINDINGS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

2023 DEVELOPMENTS

Premium categories continue to grow through desire to indulge and feel good

Niche category gains further appeal amongst Czechs

Affordable premium brands gain wider audience

PROSPECTS AND OPPORTUNITIES

E-commerce to remain in the spotlight

Consumers to see added value and eco-friendly products

Social media engagement will remain important for premium brands

CATEGORY DATA

Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2018-2023

Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028

Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

BABY AND CHILD-SPECIFIC PRODUCTS IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Shift in lifestyle preferences, as well as growing knowledge amongst parents regarding the significance of using safe and natural products

Increasing shift towards cheaper products for children above 3 years-old

Sustainability more pronounced

PROSPECTS AND OPPORTUNITIES

Premium, dermocosmetic and sustainable products will continue to drive the category

Baby and child-specific sun care set to remain the most dynamic category

Private label set to live up to its good reputation

CATEGORY DATA

Table 23 Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 26 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 28 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023

Table 29 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 30 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 31 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 32 □Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 33 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

BATH AND SHOWER IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bath and shower most impacted by trading down towards cheaper alternatives and private label

Bar soaps remains popular, but struggles in terms of volume sales

Added value, such as increased hydration/essential oils or deep relaxation, plays important role

PROSPECTS AND OPPORTUNITIES

Refillable bottles and pouches to take significant share in the bath and shower category

Wellbeing trend and new formats to boost sales of bath additives

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

General volume decline of bath and shower products to continue in the early forecast years

CATEGORY DATA

Table 34 Sales of Bath and Shower by Category: Value 2018-2023

Table 35 Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 36 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Table 37 NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 38 LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 39 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023

Table 40 Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 41 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

Table 42 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

COLOUR COSMETICS IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Post-pandemic growth continues in 2023 in both retail value and volume

Added benefits and convenience boost demand for specific colour cosmetics products

Press-on nails unexpected new power player

PROSPECTS AND OPPORTUNITIES

Line between colour cosmetics and skin care will continue to blur

Technological advances are likely to change how consumers shop for colour cosmetics

Premium brands are expected to continue to gain traction and grow faster than mass market alternatives

CATEGORY DATA

Table 43 Sales of Colour Cosmetics by Category: Value 2018-2023

Table 44 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 45 NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 46 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 47 LBN Brand Shares of Eye Make-up: % Value 2020-2023

Table 48 LBN Brand Shares of Facial Make-up: % Value 2020-2023

Table 49 LBN Brand Shares of Lip Products: % Value 2020-2023

Table 50 LBN Brand Shares of Nail Products: % Value 2020-2023

Table 51 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 52 □Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 53 □Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

DEODORANTS IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Stick deodorants the preferred format

Budget constrained consumers seek better value and trade down to less expensive alternatives

Beiersdorf reduces CO2 footprint of deodorant aerosol cans

PROSPECTS AND OPPORTUNITIES

International brands likely to maintain their dominant positions

More natural formulations and deodorants free of chemicals will gain more ground

Competition set to intensify

CATEGORY DATA

Table 54 Sales of Deodorants by Category: Value 2018-2023

Table 55 Sales of Deodorants by Category: % Value Growth 2018-2023

Table 56 Sales of Deodorants by Premium vs Mass: % Value 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 57 NBO Company Shares of Deodorants: % Value 2019-2023

Table 58 LBN Brand Shares of Deodorants: % Value 2020-2023

Table 59 LBN Brand Shares of Premium Deodorants: % Value 2020-2023

Table 60 Forecast Sales of Deodorants by Category: Value 2023-2028

Table 61 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 62 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

DEPILATORIES IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increasing cost of laser hair removal and home IPL temporarily boosts sales of depilatories products

Discounters gain further market share as consumers seek cheaper alternatives

Women's pre-shave products drive growth due to new formats

PROSPECTS AND OPPORTUNITIES

Growth potential remains fragile, with only marginal value and volume growth expected

Discounters set to grow in popularity

Online sales of depilatories likely to increase over the forecast period

CATEGORY DATA

Table 63 Sales of Depilatories by Category: Value 2018-2023

Table 64 Sales of Depilatories by Category: % Value Growth 2018-2023

Table 65 Sales of Women's Razors and Blades by Type: % Value Breakdown 2019-2023

Table 66 NBO Company Shares of Depilatories: % Value 2019-2023

Table 67 LBN Brand Shares of Depilatories: % Value 2020-2023

Table 68 Forecast Sales of Depilatories by Category: Value 2023-2028

Table 69 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

FRAGRANCES IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Robust sales driven by premium fragrances

Refillable fragrance growing on popularity

Premium unisex fragrances and sets remained popular during the review period

PROSPECTS AND OPPORTUNITIES

Sustainability, neuroscience, and digital innovation

Premium fragrances set to perform well over the forecast period

E-commerce will remain one of the dominant channels

CATEGORY DATA

Table 70 Sales of Fragrances by Category: Value 2018-2023

Table 71 Sales of Fragrances by Category: % Value Growth 2018-2023

Table 72 NBO Company Shares of Fragrances: % Value 2019-2023

Table 73 LBN Brand Shares of Fragrances: % Value 2020-2023

Table 74 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 75 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 76 Forecast Sales of Fragrances by Category: Value 2023-2028

Table 77 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

HAIR CARE IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Skinification trend penetrating the hair care category

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Major retailer in hair care acquires competitor

Salon professional hair care continues healthy value growth, but volumes see further decline

PROSPECTS AND OPPORTUNITIES

Hair care set to see further retail value growth, but volume likely to remain under pressure

Styling agents forecast to see positive performance

The competitive landscape unlikely to see dramatic changes

CATEGORY DATA

Table 78 Sales of Hair Care by Category: Value 2018-2023

Table 79 Sales of Hair Care by Category: % Value Growth 2018-2023

Table 80 Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 81 NBO Company Shares of Hair Care: % Value 2019-2023

Table 82 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 83 LBN Brand Shares of Hair Care: % Value 2020-2023

Table 84 LBN Brand Shares of Colourants: % Value 2020-2023

Table 85 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 86 LBN Brand Shares of Styling Agents: % Value 2020-2023

Table 87 □LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 88 □Forecast Sales of Hair Care by Category: Value 2023-2028

Table 89 □Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 90 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

MEN'S GROOMING IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Men's grooming posts solid retail value growth

The Italian brand, Borotalco, introduces its new men's line

Angry beards opens its first offline store

PROSPECTS AND OPPORTUNITIES

Positive trend expected over the forecast period

Sustainability will further penetrate the men's grooming category

Online sales will continue to perform well in coming years

CATEGORY DATA

Table 122 Sales of Men's Grooming by Category: Value 2018-2023

Table 123 Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 124 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 125 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 126 NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 127 LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 128 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 129 Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 130 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

ORAL CARE IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Toothpaste sees strong promotional activity

Demand for tooth whiteners continues to rise

Electric toothbrushes sees further polarisation

PROSPECTS AND OPPORTUNITIES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Products positioned as therapeutic set to remain popular
Electric toothbrushes to see further growth
Sustainable and clean products will gain further ground

CATEGORY DATA

Table 91 Sales of Oral Care by Category: Value 2018-2023
Table 92 Sales of Oral Care by Category: % Value Growth 2018-2023
Table 93 Sales of Toothbrushes by Category: Value 2018-2023
Table 94 Sales of Toothbrushes by Category: % Value Growth 2018-2023
Table 95 Sales of Toothpaste by Type: % Value Breakdown 2019-2023
Table 96 NBO Company Shares of Oral Care: % Value 2019-2023
Table 97 LBN Brand Shares of Oral Care: % Value 2020-2023
Table 98 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023
Table 99 LBN Brand Shares of Toothpaste: % Value 2020-2023
Table 100 □Forecast Sales of Oral Care by Category: Value 2023-2028
Table 101 □Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
Table 102 □Forecast Sales of Toothbrushes by Category: Value 2023-2028
Table 103 □Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

SKIN CARE IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

SPF is main trend in skin care, while skiminalism increases in popularity
British cosmetics brand, Elemis, officially enters the Czech market
High inflation and rising prices continue to challenge volume sales, while retail value grows strongly

PROSPECTS AND OPPORTUNITIES

Longevity research set to become new influence with hope of making skin biologically younger
The outlook is positive
Personalisation and addressing specific skin problems to remain in spotlight in skin care categories

CATEGORY DATA

Table 104 Sales of Skin Care by Category: Value 2018-2023
Table 105 Sales of Skin Care by Category: % Value Growth 2018-2023
Table 106 NBO Company Shares of Skin Care: % Value 2019-2023
Table 107 LBN Brand Shares of Skin Care: % Value 2020-2023
Table 108 LBN Brand Shares of Basic Moisturisers: % Value 2020-2023
Table 109 LBN Brand Shares of Anti-agers: % Value 2020-2023
Table 110 LBN Brand Shares of Firming Body Care: % Value 2020-2023
Table 111 LBN Brand Shares of General Purpose Body Care: % Value 2020-2023
Table 112 LBN Brand Shares of Premium Skin Care: % Value 2020-2023
Table 113 □Forecast Sales of Skin Care by Category: Value 2023-2028
Table 114 □Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

SUN CARE IN THE CZECH REPUBLIC

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sun care posts slower growth in 2023 across both mass and premium categories
New product development targeting families and high SPF boost sales
Self-tanning posts healthy growth in volume terms owing to social media campaigns

PROSPECTS AND OPPORTUNITIES

Brands likely to target year-round outdoor sports to increase penetration of sun protection

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Outlook for sun care remains positive

Private label will continue to play important role across sun care

CATEGORY DATA

Table 115 Sales of Sun Care by Category: Value 2018-2023

Table 116 Sales of Sun Care by Category: % Value Growth 2018-2023

Table 117 NBO Company Shares of Sun Care: % Value 2019-2023

Table 118 LBN Brand Shares of Sun Care: % Value 2020-2023

Table 119 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 120 Forecast Sales of Sun Care by Category: Value 2023-2028

Table 121 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Beauty and Personal Care in the Czech Republic

Market Direction | 2024-04-18 | 129 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User Licence (1 Site)	€4400.00
	Multiple User Licence (Global)	€6600.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-23"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com