

## **Beauty and Personal Care in the Czech Republic**

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

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### **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.

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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  
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## 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

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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

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Major retailer in hair care acquires competitor

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

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#### PROSPECTS AND OPPORTUNITIES

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British cosmetics brand, Elemis, officially enters the Czech market

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

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Outlook for sun care remains positive

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