

Mass Beauty and Personal Care in the Czech Republic

Market Direction | 2024-04-18 | 23 pages | Euromonitor

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Report description:

Mass beauty and personal care saw current value growth in the Czech Republic in 2023. Brands and companies focused on adding extra value to boost sales, with some blurring the lines between the mass and premium segments. This was particularly visible in hair care, skin care and colour cosmetics. For example, mass skin care now contains premium ingredients such as peptides, marine collagen, and antioxidants. These ingredients were until recently reserved for more premium products, but have become...

Euromonitor International's Mass 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: 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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Euromonitor International

April 2024

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Stronger inclination towards private label brands

Sun care amongst the most dynamic mass market categories

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