

Beauty and Personal Care in Estonia

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Report description:

In 2023, the beauty and personal care landscape in Estonia recorded positive retail value growth, somewhat driven by increased price points. However, inflation was not as high as in 2022, which led retail volume growth in areas such as skin care, colour cosmetics, and baby and child-specific products.

Euromonitor International's Beauty and Personal Care in Estonia 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.

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Table of Contents:

Beauty and Personal Care in Estonia

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List Of Contents And Tables

BEAUTY AND PERSONAL CARE IN ESTONIA

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 ESTONIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mass products retain high levels of retail value sales as consumers appreciate affordable?goods

Major global manufacturers offer good-quality, affordable mass?items

International players lead with well-recognised and widely available?brands

PROSPECTS AND OPPORTUNITIES

Mass products will continue to retain the lead as daily essentials drive?sales

Bath and shower continues to be dominated by mass?products

Local presence will remain low as global giants?continue?to?lead

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 ESTONIA

KEY DATA FINDINGS

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2023 DEVELOPMENTS

Solid growth driven by premium?skin care?as consumers invest in facial?products

International players lead premium offerings, while small local players go?niche

E-commerce plays an increasing role in growing the share of premium?goods

PROSPECTS AND OPPORTUNITIES

Stronger growth than mass goods, driven by raising disposable incomes

Premium offerings in deodorants?drives?growth in the?pharmacy?channel

Consumers are willing to?play?higher prices for premium facial care

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 ESTONIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive retail volume growth despite ongoing price inflation

Sun care is in demand as socialising and travel increases following?COVID-19

Procter & Gamble retains the lead with?well-established?brand Pampers

PROSPECTS AND OPPORTUNITIES

While low birth rates challenge the landscape, purchasing power?is set?to?recover

Skin care?to remain a key growth driver, with innovation shaping the landscape

Private?label could increase its foothold as pharmacies?are also set?to gain?share

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 Sun Care: % Value 2020-2023

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

Table 30 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

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

Table 32 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

BATH AND SHOWER IN ESTONIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Solid growth driven by price increases and the return to ongoing socialising

Intimate hygiene gains ground as awareness of product benefits rises

Local products are popular; however, Colgate-Palmolive maintains its lead

PROSPECTS AND OPPORTUNITIES

The low appeal for premium goods challenges growth potential

Solid growth potential for male-targeted bath and shower goods

Convenient and eco-friendly products showcase growing demand

CATEGORY DATA

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Table 33 Sales of Bath and Shower by Category: Value 2018-2023

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

Table 35 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Table 36 NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 37 LBN Brand Shares of Bath and Shower: % Value 2020-2023

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

Table 39 Forecast Sales of Bath and Shower by Category: Value 2023-2028

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

Table 41 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

COLOUR COSMETICS IN ESTONIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive growth despite rising prices as consumers continue to seek quality

Simplicity and convenience are rising trends on the colour cosmetics landscape

Global players maintain the lead as L'Oreal retains its top spot in Estonia

PROSPECTS AND OPPORTUNITIES

The natural trend gains ground, aiding sales of BB/CC creams

Social media and innovative use of technology are changing the retail environment

Mass brands continue to lead the landscape across the early forecast period

CATEGORY DATA

Table 42 Sales of Colour Cosmetics by Category: Value 2018-2023

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

Table 44 Sales of Colour Cosmetics by Premium vs Mass: % Value 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 Premium Colour Cosmetics: % Value 2020-2023

Table 48 Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 49 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

Table 50 Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2023-2028

DEODORANTS IN ESTONIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong advertising campaigns and rising awareness drives retail value sales

Roll-ons remain the most popular format, while sticks drive retail growth

Old Spice focuses on strong advertising to drive growth in 2023

PROSPECTS AND OPPORTUNITIES

Deodorant sticks and creams drive growth, however levels remain low

Rising demand for more sophisticated products as purchasing power recovers

Products designed for men are set to gain ground in deodorants

CATEGORY DATA

Table 51 Sales of Deodorants by Category: Value 2018-2023

Table 52 Sales of Deodorants by Category: % Value Growth 2018-2023

Table 53 Sales of Deodorants by Premium vs Mass: % Value 2018-2023

Table 54 NBO Company Shares of Deodorants: % Value 2019-2023

Table 55 LBN Brand Shares of Deodorants: % Value 2020-2023

Table 56 LBN Brand Shares of Premium Deodorants: % Value 2020-2023

Table 57 Forecast Sales of Deodorants by Category: Value 2023-2028

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Table 58 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 59 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

DEPILATORIES IN ESTONIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

The warm weather in 2023 leads depilatories to record a strong performance

Pre-shave continues to record a retail volume decline as substitutes challenge growth

Retailers look to increase competition on a landscape led by major players

PROSPECTS AND OPPORTUNITIES

Retail volume sales decline as maturity and laser hair removal are rising challenges

Economy hair removal could perform well if retailers diversified portfolios

Competition in razors to remain low, with Venus and Wilkinson continuing to dominate

CATEGORY DATA

Table 60 Sales of Depilatories by Category: Value 2018-2023

Table 61 Sales of Depilatories by Category: % Value Growth 2018-2023

Table 62 NBO Company Shares of Depilatories: % Value 2019-2023

Table 63 LBN Brand Shares of Depilatories: % Value 2020-2023

Table 64 Forecast Sales of Depilatories by Category: Value 2023-2028

Table 65 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

FRAGRANCES IN ESTONIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth for the premium landscape while mass fragrances struggle

Fragmentation on the landscape, however, classic fragrances remain in demand

Online prices and promotions attract consumers during 2023

PROSPECTS AND OPPORTUNITIES

Premium offerings continue to lead sales, as consumers appreciate affordable luxury

Celebrity and fashion fragrances create opportunities for growth on the mass landscape

Unisex fragrances appeal to younger consumers, including Generation Z

CATEGORY DATA

Table 66 Sales of Fragrances by Category: Value 2018-2023

Table 67 Sales of Fragrances by Category: % Value Growth 2018-2023

Table 68 NBO Company Shares of Fragrances: % Value 2019-2023

Table 69 LBN Brand Shares of Fragrances: % Value 2020-2023

Table 70 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 71 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 72 Forecast Sales of Fragrances by Category: Value 2023-2028

Table 73 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

HAIR CARE IN ESTONIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Professional hair care drives retail value and volume sales in 2023

Multinationals continue to lead with widely available, well-known brands

Limited presence of local brands on the hair care landscape

PROSPECTS AND OPPORTUNITIES

The recovery of purchasing power drives growth over the forecast period

Global players lead, however, opportunity exists for private label

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Demand for professional products as consumers seek the salon experience at home

CATEGORY DATA

Table 74 Sales of Hair Care by Category: Value 2018-2023

Table 75 Sales of Hair Care by Category: % Value Growth 2018-2023

Table 76 Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 77 NBO Company Shares of Hair Care: % Value 2019-2023

Table 78 LBN Brand Shares of Hair Care: % Value 2020-2023

Table 79 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 80 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 81 LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 82 Forecast Sales of Hair Care by Category: Value 2023-2028

Table 83 □Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 84 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

MEN'S GROOMING IN ESTONIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive retail value and volume growth led by men's fragrances

International players lead while Old Spice increases its advertising

Premium fragrances outperform mass fragrances in 2023

PROSPECTS AND OPPORTUNITIES

Competition from unisex and family products challenges ongoing retail volume growth

Shaving remains irregular as the strong trend for beards is rising

There is room for development in men's skin care

CATEGORY DATA

Table 85 Sales of Men's Grooming by Category: Value 2018-2023

Table 86 Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 87 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 88 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 89 NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 90 LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 91 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 92 Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 93 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

ORAL CARE IN ESTONIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising education and increasing dental costs drive growth in oral care

The demand for denture care and electric toothbrushes grows, supported by rising availability

Colgate and Sensodyne remain the leading brands in 2023

PROSPECTS AND OPPORTUNITIES

Flat sales for the forecast period, with growth in value-added product areas

Toothpaste faces challenges being a highly saturated landscape

Dental floss sticks gain ground, driving growth through private label options

CATEGORY DATA

Table 94 Sales of Oral Care by Category: Value 2018-2023

Table 95 Sales of Oral Care by Category: % Value Growth 2018-2023

Table 96 Sales of Toothbrushes by Category: Value 2018-2023

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Table 97 Sales of Toothbrushes by Category: % Value Growth 2018-2023
 Table 98 Sales of Toothpaste by Type: % Value Breakdown 2019-2023
 Table 99 NBO Company Shares of Oral Care: % Value 2019-2023
 Table 100 LBN Brand Shares of Oral Care: % Value 2020-2023
 Table 101 Forecast Sales of Oral Care by Category: Value 2023-2028
 Table 102 Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
 Table 103 □Forecast Sales of Toothbrushes by Category: Value 2023-2028
 Table 104 □Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

SKIN CARE IN ESTONIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

A strong year for skin care products as facial routines remain firmly in place

Facial care drives sales with a wide product portfolio boosting growth

Global players maintain their lead as L'Oréal tops the skin care landscape

PROSPECTS AND OPPORTUNITIES

Positive growth as skin care is increasingly viewed as an essential product

Visible results and natural claims will continue to influence product development

Premium facial care drives ongoing growth as consumers invest in their appearance

CATEGORY DATA

Table 105 Sales of Skin Care by Category: Value 2018-2023
 Table 106 Sales of Skin Care by Category: % Value Growth 2018-2023
 Table 107 NBO Company Shares of Skin Care: % Value 2019-2023
 Table 108 LBN Brand Shares of Skin Care: % Value 2020-2023
 Table 109 LBN Brand Shares of Premium Skin Care: % Value 2020-2023
 Table 110 Forecast Sales of Skin Care by Category: Value 2023-2028
 Table 111 Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

SUN CARE IN ESTONIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

The warm weather drives retail volume sales as consumers spend more time outside

Sun care benefits from increasing awareness of the dangers of sun exposure

International players lead, while local offerings have appeal in premium and mass products.

PROSPECTS AND OPPORTUNITIES

Hot and warm weather will remain key drivers of growth for sun protection

Consumers migrate from mass to premium sun care products, wanting the best for their skin

The blurring lines between skin care, colour cosmetics and sun care

CATEGORY DATA

Table 112 Sales of Sun Care by Category: Value 2018-2023
 Table 113 Sales of Sun Care by Category: % Value Growth 2018-2023
 Table 114 Sales of Sun Care by Premium vs Mass: % Value 2018-2023
 Table 115 NBO Company Shares of Sun Care: % Value 2019-2023
 Table 116 LBN Brand Shares of Sun Care: % Value 2020-2023
 Table 117 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023
 Table 118 Forecast Sales of Sun Care by Category: Value 2023-2028
 Table 119 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

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