

Beauty and Personal Care in North Macedonia

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Report description:

It was a muted picture for beauty and personal care in North Macedonia in 2023. Inflation was still high, though it eased somewhat. However, measures to contain inflation took their toll on consumption. As a result, while beauty and personal registered high current value growth, constant value growth was marginal, and volume sales fell slightly. The decline in volume sales was also due to a continuing decline in population, as a result of both a falling birth rate and the continuing emigration o...

Euromonitor International's Beauty and Personal Care in North Macedonia 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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