

Beauty and Personal Care in Slovenia

Market Direction | 2024-04-30 | 98 pages | Euromonitor

AVAILABLE LICENSES:

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

Report description:

In 2023, beauty and personal care faced challenges as the Slovenian economy slowed and consumers became more price sensitive. Discount shopping reached an all-time high driving greater momentum in volume sales. With consumers adopting this frugal mindset, private label increased its value share in 2023. Meanwhile, the strong double-digit growth in current value terms was generally the result of high inflation. With consumer purchasing power compromised, there was a visible shift from premium to...

Euromonitor International's Beauty and Personal Care in Slovenia 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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Beauty and Personal Care in Slovenia
Euromonitor International
April 2024

List Of Contents And Tables

BEAUTY AND PERSONAL CARE IN SLOVENIA

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 SLOVENIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong performance in mass beauty and personal care

E-commerce accelerates in the mass segment

Sustainability trend fuels product innovation

PROSPECTS AND OPPORTUNITIES

Mass segment will benefit from further downtrading

Premium segment is expected to gain share in certain categories

E-commerce will support the development of mass segment

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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

PREMIUM BEAUTY AND PERSONAL CARE IN SLOVENIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium skin care and fragrances are increasingly considered as essential

E-commerce has major influence on premium segment

Dermatological skin care gains ground

PROSPECTS AND OPPORTUNITIES

Strong growth prospects for premium dermocosmetics

Premium brands to focus on new ways of differentiation

Sales and promotional strategies to be more data focused

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 SLOVENIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales rise amid falling birth rates in Slovenia

E-commerce makes significant progress

Tourism development supports sun care

PROSPECTS AND OPPORTUNITIES

Slower growth lies ahead for category

Private label to gain share in upcoming period

Affluent consumers will support growth of niche products

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 SLOVENIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers switch to larger packs in order to economise

Hand sanitisers lose relevance in daily lifestyles

Environmental products and claims are gaining importance

PROSPECTS AND OPPORTUNITIES

Bar soap to lose out to liquid formats

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Organic products to remain a niche

E-commerce has significant growth potential

CATEGORY DATA

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 SLOVENIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Colour cosmetics register stronger growth even as economy weakens

Outstanding performance for e-commerce retailers

Young teenagers drive growth in affordable mass colour cosmetics

PROSPECTS AND OPPORTUNITIES

Teenage audience will remain key for mass brands

Natural colour cosmetics holds much growth potential

Beauty specialist retailers to strengthen share of distribution in colour cosmetics

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 SLOVENIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong growth in deodorants

Green products in demand

Deodorant pumps lose sales and appeal

PROSPECTS AND OPPORTUNITIES

Further price increases expected in deodorants

More natural deodorants to emerge

E-commerce retailers to proliferate

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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

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 SLOVENIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Depilatories witness strong growth in 2023

Price sensitivity boosts demand for private label

Growing interest in natural ingredients

PROSPECTS AND OPPORTUNITIES

Depilatories face steady growth as category matures

E-commerce channel offers good prospects in depilatories

Convenience products will capture consumers' attention

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 SLOVENIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Normal routines underpin demand for fragrances

E-commerce sales rise in fragrances

Arabian fragrances gain appeal in premium segment

PROSPECTS AND OPPORTUNITIES

Consumers have a strong affinity for premium fragrances

E-commerce trend to gain momentum

Little change in competitive landscape

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 SLOVENIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hair care enjoys solid growth as grooming habits increase

Hair cycling trend emerges in Slovenia

Recovery in going out and socialising boosts demand for styling agents

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

PROSPECTS AND OPPORTUNITIES

Buoyant performance forecasted in hair care

Social media plays a key role in hair care

Consumers to expand their repertoire of hair care products

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 SLOVENIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Beard trend stifles growth in 2023

Gillette retains its strong lead in men's grooming

Private label flexes its muscle to take on the big brands

PROSPECTS AND OPPORTUNITIES

Premium men's grooming products to expand

Economy brands have potential to perform well in short term

E-commerce has further growth potential in men's grooming

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 SLOVENIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Private label makes inroads in oral care

Teeth whitening is a popular choice

Electric toothbrushes take share from battery alternatives

PROSPECTS AND OPPORTUNITIES

Economic downturn to bolster private label sales

Battery toothbrushes to lose further appeal

E-commerce sales demonstrate growth

CATEGORY DATA

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

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
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 SLOVENIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong performance in skin care

Emerging skin cycling trend encourages women to use a mix of skin care products

High performance serums attract consumer interest

PROSPECTS AND OPPORTUNITIES

Targeted skin care products

Gen Z to lead consumption of skin care

Social media is a vital connection for brands to reach and engage with consumers

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 SLOVENIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bright performance in sun care

Dermocosmetics on the rise in Slovenia

New spray formats drive growth in sun care

PROSPECTS AND OPPORTUNITIES

Rising demand for premium sun care with dermocosmetic benefits

Spray formats to be rolled out by popular brands

Tinted sun protection has growth opportunity among affluent consumer base

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

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 119 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

Beauty and Personal Care in Slovenia

Market Direction | 2024-04-30 | 98 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@scotts-international.com

ORDER FORM:

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

*Please circle the relevant license option. For any questions please contact support@scotts-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="2025-05-12"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com