

Mass Beauty and Personal Care in Estonia

Market Direction | 2024-04-29 | 20 pages | Euromonitor

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Report description:

In 2023, retail value sales in mass beauty and personal care in Estonia recorded double-digit retail value growth. While this is below the value growth for premium offerings, the vast majority of sales are generated by mass products. Key areas for retail volume growth included men's grooming and skin care, with consumers remaining focused on facial skin care following the outbreak of COVID-19. During lockdowns, many consumers took to implementing skin care regimes, and this continued into 2023.?

Euromonitor International's Mass 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: 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.

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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Major global manufacturers offer good-quality, affordable mass items

International players lead with well-recognised and widely available brands

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Bath and shower continues to be dominated by mass products

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