

## Skin Care in Estonia

Market Direction | 2024-04-29 | 23 pages | Euromonitor

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### Report description:

Skin care products showcased a strong performance in 2023 in Estonia, with double-digit retail value growth and positive retail volume in areas such as anti-agers, lip care and facial cleansing wipes. Despite some level of economic uncertainty, consumers continued to invested in their skin health, with many viewing it as an essential.

Euromonitor International's Skin 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: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

- \* Get a detailed picture of the Skin 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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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'Oreal 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

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