

## **Premium Beauty and Personal Care in Estonia**

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

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### **Report description:**

In 2023, the premium beauty and personal care landscape in Estonia showcased strong growth, with retail value growth above mass beauty and personal care products. As consumers become increasingly educated about the ingredients in skin care, premium skin care drives the highest levels of growth, boosted by facial care. More consumers are willing to invest in premium facial care above other skin care products, with the face being on display. This has led consumers to invest in premium offerings th...

Euromonitor International's Premium 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: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium 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 Premium 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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Euromonitor International

April 2024

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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

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