

Beauty and Personal Care in South Africa

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Report description:

In 2023, demand for beauty and personal care in South Africa continued to rise, despite many local consumers experiencing financial difficulties due to the cost-of-living crises. As a result, South Africans prioritised their expenditure and where they shopped, including favouring chained drugstores such as Clicks due to frequent price promotions, thereby supporting volumes. On the other hand, value sales growth remained more dynamic due to further unit price increases during the year.

Euromonitor International's Beauty and Personal Care in South Africa 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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Table of Contents:

Beauty and Personal Care in South Africa

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List Of Contents And Tables

BEAUTY AND PERSONAL CARE IN SOUTH AFRICA

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 SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mass beauty and personal care attracts cash-strapped consumers

South African consumers focus on supporting local brands

Mass beauty and personal care offers wider product range to attract consumers

PROSPECTS AND OPPORTUNITIES

Greater innovation within mass beauty and personal care likely

Local consumers seek sustainable products

Private label to remain popular

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

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

PREMIUM BEAUTY AND PERSONAL CARE IN SOUTH AFRICA

KEY DATA FINDINGS

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2023 DEVELOPMENTS

Premium brands offer travel sizes or mini versions of beauty and personal care

Consumers still prefer mass beauty and personal care over premium products

Limited innovation by premium brands in South Africa

PROSPECTS AND OPPORTUNITIES

Consumers to shift further away from premium brands to support local products

Opportunities for premium brands offered by loyalty membership schemes

Consumers' priorities switch to skin care routines

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 SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

More dynamic value growth driven by further price increases in 2023

Consumers stockpile baby and child-specific products when on promotion

Consumers remain loyal to products that work for their children

PROSPECTS AND OPPORTUNITIES

Natural ingredients to remain a priority for local consumers

Private label to become increasingly competitive

Consumers make more strategic decisions in terms of distribution channels

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 Skin Care: % Value 2020-2023

Table 29 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 30 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 31 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 32 □Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 33 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

BATH AND SHOWER IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bar soap retains high consumer preference due to affordability

Promotions encourage consumers to purchase body wash/shower gel

Hand sanitiser no longer a priority for many consumers

PROSPECTS AND OPPORTUNITIES

Opportunities for bath and shower products featuring natural ingredients

Bar soap addressing particular skin care issues to gain popularity

African black soap emerges in local market and will gain traction in coming years

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CATEGORY DATA

Table 34 Sales of Bath and Shower by Category: Value 2018-2023

Table 35 Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 36 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Table 37 NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 38 LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 39 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023

Table 40 Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 41 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

Table 42 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

COLOUR COSMETICS IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers seek more affordable colour cosmetics due to financial pressures

Ongoing competition for colour cosmetics from skin care

Premium brands try to remain competitive by introducing mini sizes

PROSPECTS AND OPPORTUNITIES

Opportunities for more hybrid colour cosmetics over the forecast period

Essence available in Ackermans to drive impulse purchases

Shein threatens colour cosmetics in South Africa

CATEGORY DATA

Table 43 Sales of Colour Cosmetics by Category: Value 2018-2023

Table 44 Sales of Colour Cosmetics by Category: % Value Growth 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 Eye Make-up: % Value 2020-2023

Table 48 LBN Brand Shares of Facial Make-up: % Value 2020-2023

Table 49 LBN Brand Shares of Lip Products: % Value 2020-2023

Table 50 LBN Brand Shares of Nail Products: % Value 2020-2023

Table 51 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 52 □Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 53 □Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

DEODORANTS IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers stockpile deodorants when they are on promotion

South Africans remain loyal to brands of deodorants

Chained drugstores remain popular destination for consumers due to discounts

PROSPECTS AND OPPORTUNITIES

Natural ingredients set to continue emerging in deodorants

Consumers increasingly seek vegan formulations for their children

The popular use of alternatives to deodorants in South Africa

CATEGORY DATA

Table 54 Sales of Deodorants by Category: Value 2018-2023

Table 55 Sales of Deodorants by Category: % Value Growth 2018-2023

Table 56 Sales of Deodorants by Premium vs Mass: % Value 2018-2023

Table 57 NBO Company Shares of Deodorants: % Value 2019-2023

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Table 58 LBN Brand Shares of Deodorants: % Value 2020-2023

Table 59 LBN Brand Shares of Premium Deodorants: % Value 2020-2023

Table 60 Forecast Sales of Deodorants by Category: Value 2023-2028

Table 61 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 62 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

DEPILATORIES IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumers seek most affordable depilatories during time of economic instability

Home-made options offer competition to depilatories in South Africa

Private label creates affordable options for consumers

PROSPECTS AND OPPORTUNITIES

Habit persistence to contribute to future positive performance of depilatories

Consumers increasingly buy affordable depilatories from Shien

Incorporating natural ingredients likely to attract health-conscious consumers

CATEGORY DATA

Table 63 Sales of Depilatories by Category: Value 2018-2023

Table 64 Sales of Depilatories by Category: % Value Growth 2018-2023

Table 65 Sales of Women's Razors and Blades by Type: % Value Breakdown 2019-2023

Table 66 NBO Company Shares of Depilatories: % Value 2019-2023

Table 67 LBN Brand Shares of Depilatories: % Value 2020-2023

Table 68 Forecast Sales of Depilatories by Category: Value 2023-2028

Table 69 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

FRAGRANCES IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fragrances perceived as non-essential by many local consumers

Fragrances tend to be purchased when offered on promotion

Consumers trade down to mass fragrances

PROSPECTS AND OPPORTUNITIES

The introduction of fragrances with Arabic origins to the South African market

Counterfeits threaten greater penetration of fragrances in South Africa

Premium fragrances set to mainly attract tourists

CATEGORY DATA

Table 70 Sales of Fragrances by Category: Value 2018-2023

Table 71 Sales of Fragrances by Category: % Value Growth 2018-2023

Table 72 NBO Company Shares of Fragrances: % Value 2019-2023

Table 73 LBN Brand Shares of Fragrances: % Value 2020-2023

Table 74 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 75 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 76 Forecast Sales of Fragrances by Category: Value 2023-2028

Table 77 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

HAIR CARE IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

A strong focus on natural ingredients within hair care

Garnier releases new Hair Food range

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Price-sensitive consumers still predominantly buy hair care when on promotion

PROSPECTS AND OPPORTUNITIES

Consumers to gain greater interest in vegan and cruelty-free hair care

Hair care routines can create opportunities for category players

Local brands of hair care attract South Africans

CATEGORY DATA

Table 78 Sales of Hair Care by Category: Value 2018-2023

Table 79 Sales of Hair Care by Category: % Value Growth 2018-2023

Table 80 Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 81 NBO Company Shares of Hair Care: % Value 2019-2023

Table 82 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 83 LBN Brand Shares of Hair Care: % Value 2020-2023

Table 84 LBN Brand Shares of Colourants: % Value 2020-2023

Table 85 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 86 LBN Brand Shares of Styling Agents: % Value 2020-2023

Table 87 □LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 88 □Forecast Sales of Hair Care by Category: Value 2023-2028

Table 89 □Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 90 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

MEN'S GROOMING IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Face masks enter men's grooming routines

African Extracts introduces men's skin care range

Grooming remains vital for most South Africans

PROSPECTS AND OPPORTUNITIES

Opportunities for men's skin care lies within ingredients

Brands offer skin care bundles to support grooming routines

Sorbet Man offers men's grooming services

CATEGORY DATA

Table 91 Sales of Men's Grooming by Category: Value 2018-2023

Table 92 Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 93 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 94 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 95 NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 96 LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 97 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 98 Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 99 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

ORAL CARE IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Promotions and sales events continue to drive volume sales of oral care

Teeth whitening remains a concern for some local consumers

Consumers prefer natural ingredients for their children's toothpaste

PROSPECTS AND OPPORTUNITIES

Opportunities for ingredient-led toothpaste over the forecast period

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New tablet format of toothpaste emerges in South Africa
Sustainable bamboo manual toothbrushes set to gain popularity

CATEGORY DATA

Table 100 Sales of Oral Care by Category: Value 2018-2023
Table 101 Sales of Oral Care by Category: % Value Growth 2018-2023
Table 102 Sales of Toothbrushes by Category: Value 2018-2023
Table 103 Sales of Toothbrushes by Category: % Value Growth 2018-2023
Table 104 Sales of Toothpaste by Type: % Value Breakdown 2019-2023
Table 105 NBO Company Shares of Oral Care: % Value 2019-2023
Table 106 LBN Brand Shares of Oral Care: % Value 2020-2023
Table 107 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023
Table 108 LBN Brand Shares of Toothpaste: % Value 2020-2023
Table 109 □Forecast Sales of Oral Care by Category: Value 2023-2028
Table 110 □Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
Table 111 □Forecast Sales of Toothbrushes by Category: Value 2023-2028
Table 112 □Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

SKIN CARE IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

New skin care brands enter local market
Brands that offer skin care analysis tend to attract local consumers
Apparel specialist Mr Price now offers its own skin care line

PROSPECTS AND OPPORTUNITIES

Consumers to increasingly consider purchasing ingredient-led skin care
Consumers to purchase domestic brands of skin care to support local economy
Premium packaging attracts South Africans

CATEGORY DATA

Table 113 Sales of Skin Care by Category: Value 2018-2023
Table 114 Sales of Skin Care by Category: % Value Growth 2018-2023
Table 115 NBO Company Shares of Skin Care: % Value 2019-2023
Table 116 LBN Brand Shares of Skin Care: % Value 2020-2023
Table 117 LBN Brand Shares of Basic Moisturisers: % Value 2020-2023
Table 118 LBN Brand Shares of Anti-agers: % Value 2020-2023
Table 119 LBN Brand Shares of Firming Body Care: % Value 2020-2023
Table 120 LBN Brand Shares of General Purpose Body Care: % Value 2020-2023
Table 121 LBN Brand Shares of Premium Skin Care: % Value 2020-2023
Table 122 □Forecast Sales of Skin Care by Category: Value 2023-2028
Table 123 □Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

SUN CARE IN SOUTH AFRICA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hybrid products offer sun protection to compete with sun care
Increasing number of local brands launch sun protection
Consumers seek sun protection that does not leave a white cast on their skin

PROSPECTS AND OPPORTUNITIES

Sun protection to remain a key product in consumers' self-care routines
Opportunities for different formats of sunscreen

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Sun care players likely to explore use of different ingredients

CATEGORY DATA

Table 124 Sales of Sun Care by Category: Value 2018-2023

Table 125 Sales of Sun Care by Category: % Value Growth 2018-2023

Table 126 NBO Company Shares of Sun Care: % Value 2019-2023

Table 127 LBN Brand Shares of Sun Care: % Value 2020-2023

Table 128 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 129 Forecast Sales of Sun Care by Category: Value 2023-2028

Table 130 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

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