

## **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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