

Premium Beauty and Personal Care in South Africa

Market Direction | 2024-05-13 | 22 pages | Euromonitor

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Report description:

The value size of premium beauty and personal care in South Africa remained considerably smaller than that of the mass segment in 2023, with the latter also recording a more dynamic growth performance. As many local consumers struggled with the cost of living in South Africa towards the end of the review period, they had to prioritise certain categories over others. Premium brands were not on many consumers' shopping lists as they were deemed too expensive due to low disposable incomes. During t...

Euromonitor International's Premium 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: 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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