

Skin Care in South Africa

Market Direction | 2024-05-13 | 28 pages | Euromonitor

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Report description:

Since the pandemic, consumers have increasingly focused on skin care in South Africa as part of self-care routines, supporting elevated demand in 2023. Despite tough economic hardships in South Africa, new skin care brands continued to emerge as many consumers' skin care routines have remained consistent. South Africans are increasingly interest in new skin care products accompanied by specific claims, which may be suitable for both themselves and family members. For instance, The Ordinary was l...

Euromonitor International's Skin 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: 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.

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Euromonitor International
May 2024

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Brands that offer skin care analysis tend to attract local consumers

Apparel specialist Mr Price now offers its own skin care line

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