

The Impact of Demographic Shifts on the Future of Beauty and Personal Care (Part 1)

Global Strategy | 2025-01-08 | 41 pages | Euromonitor

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Report description:

The population is becoming older, but at different paces around the world. With larger cohorts entering older adulthood, beauty brands are following individuals for longer periods of time. Addressing the transformations and evolving needs that come with age will be a critical priority for beauty and personal care players, since all aspects of beauty consumption (eg product benefits, packaging sizes, category demand, etc) will be impacted by population growth, ageing, and births and fertility.

Euromonitor International's The Impact of Demographic Shifts on the Future of Beauty and Personal Care (Part 1) global briefing offers an insight into the size and shape of the Beauty and Personal Care market and highlights buzz topics, emerging geographies, categories and trends as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change and criteria for success. The report also explores developments in the premium vs mass/masstige segments, and the evolution of novel beauty concepts.

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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