



Euromonitor
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Skin Care in Germany

July 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Skin care is supported by the ongoing self-care and health and wellbeing trends

Targeted uses, multiple benefits, dermocosmetics, and sustainability drive trends

Dermocosmetics achieve robust value growth, thanks to aligning with current skin care trends

PROSPECTS AND OPPORTUNITIES

Skin care will see ongoing stable demand

From dermocosmetics to natural formulations, consumers will continue to seek efficacy and convenience

Sophisticated formulas, growing awareness and movement from ingredients to formula-centric beauty

CATEGORY DATA

Table 1 - Sales of Skin Care by Category: Value 2018-2023

Table 2 - Sales of Skin Care by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Skin Care: % Value 2019-2023

Table 4 - LBN Brand Shares of Skin Care: % Value 2020-2023

Table 5 - LBN Brand Shares of Basic Moisturisers: % Value 2020-2023

Table 6 - LBN Brand Shares of Anti-agers: % Value 2020-2023

Table 7 - LBN Brand Shares of Firming Body Care: % Value 2020-2023

Table 8 - LBN Brand Shares of General Purpose Body Care: % Value 2020-2023

Table 9 - LBN Brand Shares of Premium Skin Care: % Value 2020-2023

Table 10 - Forecast Sales of Skin Care by Category: Value 2023-2028

Table 11 - Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

Beauty and Personal Care in Germany - Industry Overview

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 12 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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