

Skin Care in Slovakia

May 2025

Table of Contents

Skin Care in Slovakia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Moisturisers and treatments holds lion's share of skin care sales in 2024

L'Oréal proves to be unbeatable player within skin care

Health and beauty specialists expand offer and services

PROSPECTS AND OPPORTUNITIES

Skin care to continue growing at steady pace

Accelerated trend towards clean and eco-friendly skin care

E-commerce will go from strength to strength

CATEGORY DATA

Table 1 - Sales of Skin Care by Category: Value 2019-2024

Table 2 - Sales of Skin Care by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Skin Care: % Value 2020-2024

Table 4 - LBN Brand Shares of Skin Care: % Value 2021-2024

Table 5 - LBN Brand Shares of Basic Moisturisers: % Value 2021-2024

Table 6 - LBN Brand Shares of Anti-agers: % Value 2021-2024

Table 7 - LBN Brand Shares of Firming Body Care: % Value 2021-2024

Table 8 - LBN Brand Shares of General Purpose Body Care: % Value 2021-2024

Table 9 - LBN Brand Shares of Premium Skin Care: % Value 2021-2024

Table 10 - Forecast Sales of Skin Care by Category: Value 2024-2029

Table 11 - Forecast Sales of Skin Care by Category: % Value Growth 2024-2029

Beauty and Personal Care in Slovakia - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for beauty and personal care?

MARKET DATA

Table 12 - Sales of Beauty and Personal Care by Category: Value 2019-2024

Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024

Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024

Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024

Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024

Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024

Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024

Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024

Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029

Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

APPENDIX

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/skin-care-in-slovakia/report.