

Men's Grooming in Estonia

May 2025

Table of Contents

Men's Grooming in Estonia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing interest in self-care supports moderate value growth

Procter & Gamble Services Eesti OÜ forges strong lead in men's grooming

Supermarkets and e-commerce sales drive growth

PROSPECTS AND OPPORTUNITIES

Modest outlook for men's grooming as self-care habits evolve Men's grooming products to blend self-care and wellness benefits Innovation to meet growing demand for repertoire of products

CATEGORY DATA

- Table 1 Sales of Men's Grooming by Category: Value 2019-2024
- Table 2 Sales of Men's Grooming by Category: % Value Growth 2019-2024
- Table 3 Sales of Men's Razors and Blades by Type: % Value Breakdown 2021-2024
- Table 4 Sales of Men's Skin Care by Type: % Value Breakdown 2021-2024
- Table 5 NBO Company Shares of Men's Grooming: % Value 2020-2024
- Table 6 LBN Brand Shares of Men's Grooming: % Value 2021-2024
- Table 7 LBN Brand Shares of Men's Razors and Blades: % Value 2021-2024
- Table 8 Forecast Sales of Men's Grooming by Category: Value 2024-2029
- Table 9 Forecast Sales of Men's Grooming by Category: % Value Growth 2024-2029

Beauty and Personal Care in Estonia - 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 10 Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 16 Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

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/mens-grooming-in-estonia/report.