

Beauty and Personal Care in Sweden

June 2025

Table of Contents

Beauty and Personal Care in Sweden

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 1 - Sales of Beauty and Personal Care by Category: Value 2019-2024
Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby and Child-Specific Products in Sweden

KEY DATA FINDINGS

2024 DEVELOPMENTS

Category benefits from premiumisation but challenges remain Private label winning share with strong value proposition Sales shifting online but with a strong focus on pharmacies

PROSPECTS AND OPPORTUNITIES

A brighter outlook for baby and child-specific products despite falling birth rates Parent showing a greater understand of the importance of using baby and child-specific sun care Innovation expected to focus on more targeted solutions and packaging

CATEGORY DATA

Table 11 - Sales of Baby and Child-specific Products by Category: Value 2019-2024
Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2019-2024
Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2019-2024
Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2020-2024
Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2021-2024
Table 16 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2021-2024
Table 17 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2021-2024
Table 18 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2021-2024
Table 19 - Forecast Sales of Baby and Child-specific Products by Category: Value 2024-2029
Table 20 - Forecast Sales of Baby and Child-specific Products by Category: % Value 2024-2029
Table 21 - Forecast Sales of Baby and Child-specific Products by Category: % Value 2024-2029

Bath and Shower in Sweden

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mixed performances seen across bath and shower as hygiene habits evolve Polarisation remains a feature of a fragmented market E-commerce gains share but grocery retailers remains the key distribution channel

PROSPECTS AND OPPORTUNITIES

Sales expected to be fuelled by premiumisation Simple, natural and sensitive products set to be the big winners Ingredient-led claims and fragrances expected to influence new product development

CATEGORY DATA

Table 22 - Sales of Bath and Shower by Category: Value 2019-2024Table 23 - Sales of Bath and Shower by Category: % Value Growth 2019-2024Table 24 - Sales of Bath and Shower by Premium vs Mass: % Value 2019-2024Table 25 - NBO Company Shares of Bath and Shower: % Value 2020-2024Table 26 - LBN Brand Shares of Bath and Shower: % Value 2021-2024Table 27 - LBN Brand Shares of Premium Bath and Shower: % Value 2021-2024Table 28 - Forecast Sales of Bath and Shower by Category: Value 2024-2029Table 29 - Forecast Sales of Bath and Shower by Category: % Value Growth 2024-2029Table 30 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2024-2029

Colour Cosmetics in Sweden

KEY DATA FINDINGS

2024 DEVELOPMENTS

Colour cosmetics benefit from changing attitudes to beauty in Sweden Polarisation remains a feature of the market Beauty specialists retain a key role in the distribution landscape

PROSPECTS AND OPPORTUNITIES

Multifunctional products expected to drive growth Social media likely to have a growing influence on sales of colour cosmetics Clean, functional and inclusive products set to be a feature of innovation

CATEGORY DATA

Table 31 - Sales of Colour Cosmetics by Category: Value 2019-2024Table 32 - Sales of Colour Cosmetics by Category: % Value Growth 2019-2024Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2020-2024Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2021-2024Table 35 - LBN Brand Shares of Eye Make-up: % Value 2021-2024Table 36 - LBN Brand Shares of Facial Make-up: % Value 2021-2024Table 37 - LBN Brand Shares of Lip Products: % Value 2021-2024Table 38 - LBN Brand Shares of Nail Products: % Value 2021-2024Table 39 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2021-2024Table 40 - Forecast Sales of Colour Cosmetics by Category: Value 2024-2029Table 41 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2024-2029

Deodorants in Sweden

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales stagnate due to category maturity and a lack of interest in innovation Premium brands among the top performers but mass brands still dominate Distribution informed by product type

PROSPECTS AND OPPORTUNITIES

Polarisation set to remain a feature of deodorants Low cost retailers a threat to growth Skin-friendly formulas and fragrances likely to be a feature of innovation

CATEGORY DATA

Table 42 - Sales of Deodorants by Category: Value 2019-2024Table 43 - Sales of Deodorants by Category: % Value Growth 2019-2024Table 44 - Sales of Deodorants by Premium vs Mass: % Value 2019-2024Table 45 - NBO Company Shares of Deodorants: % Value 2020-2024Table 46 - LBN Brand Shares of Deodorants: % Value 2021-2024Table 47 - LBN Brand Shares of Premium Deodorants: % Value 2021-2024Table 48 - Forecast Sales of Deodorants by Category: Value 2024-2029Table 49 - Forecast Sales of Deodorants by Category: % Value Growth 2024-2029Table 50 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2024-2029

Depilatories in Sweden

KEY DATA FINDINGS

2024 DEVELOPMENTS

Depilatories suffers from category maturity Estrid continues to shake up the market with a fresh approach to depilatories Distribution landscape evolving as Estrid brings new ideas to the market

PROSPECTS AND OPPORTUNITIES

Skinification trend set to remain a key driver of value growth Environmental and financial concerns expected to inform market demand Limited opportunities for real innovation

CATEGORY DATA

Table 51 - Sales of Depilatories by Category: Value 2019-2024
Table 52 - Sales of Depilatories by Category: % Value Growth 2019-2024
Table 53 - Sales of Women's Razors and Blades by Type: % Value Breakdown 2020-2024
Table 54 - NBO Company Shares of Depilatories: % Value 2020-2024
Table 55 - LBN Brand Shares of Depilatories: % Value 2021-2024
Table 56 - Forecast Sales of Depilatories by Category: Value 2024-2029
Table 57 - Forecast Sales of Depilatories by Category: % Value Growth 2024-2029

Fragrances in Sweden

KEY DATA FINDINGS

2024 DEVELOPMENTS

Premiumisation the key growth driver in fragrances in 2024 Premium brands remain on top as affordable luxuries Fragrances benefit from an omnichannel approach to retailing

PROSPECTS AND OPPORTUNITIES

Niche premium fragrances set to be the growing focus of demand Younger consumers expected to invest in their fragrance wardrobes Sustainability, personalisation and digital tools set to be the focus of innovation

CATEGORY DATA

Table 58 - Sales of Fragrances by Category: Value 2019-2024 Table 59 - Sales of Fragrances by Category: % Value Growth 2019-2024 Table 60 - NBO Company Shares of Fragrances: % Value 2020-2024 Table 61 - LBN Brand Shares of Fragrances: % Value 2021-2024 Table 62 - LBN Brand Shares of Premium Men's Fragrances: % Value 2021-2024 Table 63 - LBN Brand Shares of Premium Women's Fragrances: % Value 2021-2024 Table 64 - Forecast Sales of Fragrances by Category: Value 2024-2029 Table 65 - Forecast Sales of Fragrances by Category: % Value Growth 2024-2029

Hair Care in Sweden

KEY DATA FINDINGS

2024 DEVELOPMENTS

Premiumisation trend fuels strong growth in hair care Competition becoming more fragmented Distribution landscape evolving as more consumers turn to specialist products

PROSPECTS AND OPPORTUNITIES

Premiumisation set to remain a feature of hair care Clean and ethical products likely to prove popular Hair care set to become more diversified as consumers become more demanding

CATEGORY DATA

Table 66 - Sales of Hair Care by Category: Value 2019-2024
Table 67 - Sales of Hair Care by Category: % Value Growth 2019-2024
Table 68 - Sales of Hair Care by Premium vs Mass: % Value 2019-2024
Table 69 - NBO Company Shares of Hair Care: % Value 2020-2024
Table 70 - NBO Company Shares of Salon Professional Hair Care: % Value 2020-2024
Table 71 - LBN Brand Shares of Hair Care: % Value 2021-2024
Table 72 - LBN Brand Shares of Colourants: % Value 2021-2024
Table 73 - LBN Brand Shares of Salon Professional Hair Care: % Value 2021-2024
Table 74 - LBN Brand Shares of Styling Agents: % Value 2021-2024
Table 75 - LBN Brand Shares of Premium Hair Care: % Value 2021-2024
Table 76 - Forecast Sales of Hair Care by Category: Value 2024-2029
Table 77 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2024-2029

Men's Grooming in Sweden

KEY DATA FINDINGS

2024 DEVELOPMENTS

Moderate growth seen in 2024 with limited interest in male-specific products Gillette maintains its lead but competition heats up Distribution shifting towards health and beauty specialists and e-commerce

PROSPECTS AND OPPORTUNITIES

Many men still to be convinced of the benefits of using specialist products Beard trend spells bad news for men's shaving Innovation set to focus on encouraging men to expand their beauty and personal care routines

CATEGORY DATA

- Table 79 Sales of Men's Grooming by Category: Value 2019-2024Table 80 Sales of Men's Grooming by Category: % Value Growth 2019-2024Table 81 Sales of Men's Razors and Blades by Type: % Value Breakdown 2021-2024Table 82 Sales of Men's Skin Care by Type: % Value Breakdown 2021-2024Table 83 NBO Company Shares of Men's Grooming: % Value 2020-2024Table 84 LBN Brand Shares of Men's Grooming: % Value 2021-2024Table 85 LBN Brand Shares of Men's Razors and Blades: % Value 2021-2024Table 86 Forecast Sales of Men's Grooming by Category: Value 2024-2029
- Table 87 Forecast Sales of Men's Grooming by Category: % Value Growth 2024-2029

Oral Care in Sweden

KEY DATA FINDINGS

2024 DEVELOPMENTS

Oral care benefiting from growing interest in more advanced products Well-known brands continue to dominate sales in oral care Grocery retailers lose ground as consumers look for better value

PROSPECTS AND OPPORTUNITIES

Market maturity could limit volume growth but premiumisation should present new opportunities Consumers going electric Convenience and sustainability likely to be a feature of new product development

CATEGORY DATA

Table 88 - Sales of Oral Care by Category: Value 2019-2024
Table 89 - Sales of Oral Care by Category: % Value Growth 2019-2024
Table 90 - Sales of Toothbrushes by Category: Value 2019-2024
Table 91 - Sales of Toothbrushes by Category: % Value Growth 2019-2024
Table 92 - Sales of Toothpaste by Type: % Value Breakdown 2020-2024
Table 93 - NBO Company Shares of Oral Care: % Value 2020-2024
Table 94 - LBN Brand Shares of Oral Care: % Value 2021-2024
Table 95 - LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2021-2024
Table 96 - LBN Brand Shares of Oral Care by Category: Value 2024-2029
Table 97 - Forecast Sales of Oral Care by Category: % Value Growth 2024-2029
Table 98 - Forecast Sales of Toothbrushes by Category: % Value Growth 2024-2029
Table 99 - Forecast Sales of Toothbrushes by Category: % Value Growth 2024-2029

Skin Care in Sweden

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers remain willing to invest in healthy skin Competition intensifies as consumers embrace a wide range of products Distribution evolving with consumers shifting away from grocery retailers

PROSPECTS AND OPPORTUNITIES

Multifunctional products expected to find favour as demand for skin care grows Younger consumers eager to experiment with new products Skin care set to remain a hotbed of innovation

CATEGORY DATA

Table 101 - Sales of Skin Care by Category: Value 2019-2024Table 102 - Sales of Skin Care by Category: % Value Growth 2019-2024Table 103 - NBO Company Shares of Skin Care: % Value 2020-2024Table 104 - LBN Brand Shares of Skin Care: % Value 2021-2024Table 105 - LBN Brand Shares of Basic Moisturisers: % Value 2021-2024Table 106 - LBN Brand Shares of Anti-agers: % Value 2021-2024Table 107 - LBN Brand Shares of Firming Body Care: % Value 2021-2024Table 108 - LBN Brand Shares of General Purpose Body Care: % Value 2021-2024Table 109 - LBN Brand Shares of Premium Skin Care: % Value 2021-2024Table 109 - LBN Brand Shares of Skin Care by Category: Value 2021-2024Table 110 - Forecast Sales of Skin Care by Category: % Value Corwth 2024-2029Table 111 - Forecast Sales of Skin Care by Category: % Value Growth 2024-2029

Sun Care in Sweden

KEY DATA FINDINGS

2024 DEVELOPMENTS

Unusually warm weather drives demand for sun protection in 2024 Competition intensifies as players look to offer consumers more for their money Pharmacies lead sales but e-commerce gaining ground

PROSPECTS AND OPPORTUNITIES

Bright outlook for sun care Self-tanning expected to benefit from premiumisation Skinification, convenience and sustainability set to inform innovation

CATEGORY DATA

Table 112 - Sales of Sun Care by Category: Value 2019-2024Table 113 - Sales of Sun Care by Category: % Value Growth 2019-2024Table 114 - NBO Company Shares of Sun Care: % Value 2020-2024Table 115 - LBN Brand Shares of Sun Care: % Value 2021-2024Table 116 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024Table 117 - Forecast Sales of Sun Care by Category: Value 2024-2029Table 118 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

Premium Beauty and Personal Care in Sweden

KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumers show willingness to pay more for clearly defined benefits Competition heating up as new players present new ideas to the market Consumers showing an increasing interest in product ingredients

PROSPECTS AND OPPORTUNITIES

Skinification trend set to play a central role in the premium segment Competitive landscape expected to become more fragmented Functionality, efficacy and sustainability expected to be drivers of innovation

CATEGORY DATA

Table 119 - Sales of Premium Beauty and Personal Care by Category: Value 2019-2024Table 120 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2019-2024Table 121 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024

Table 122 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024Table 123 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2024-2029Table 124 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2024-2029

Mass Beauty and Personal Care in Sweden

KEY DATA FINDINGS

2024 DEVELOPMENTS

Premiumisation presents challenges and opportunities for the mass segment Competitive landscape becoming more polarised Consumers demanding more from the products they buy

PROSPECTS AND OPPORTUNITIES

Bright outlook for the mass segment as players focus on providing added value ow-cost retailers could drive increased price competition Mass brands will look to balance quality with affordability

CATEGORY DATA

Table 125 - Sales of Mass Beauty and Personal Care by Category: Value 2019-2024
Table 126 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2019-2024
Table 127 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2020-2024
Table 128 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2021-2024
Table 129 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2024-2029
Table 130 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2024-2029

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/beauty-and-personal-care-in-sweden/report.