Euromonitor International

Beauty and Personal Care in Sweden

June 2025

Table of Contents

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

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

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

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

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

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

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

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

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 2019-2024
Table 102 - Sales of Skin Care by Category: % Value Growth 2019-2024
Table 103 - NBO Company Shares of Skin Care: % Value 2020-2024
Table 104 - LBN Brand Shares of Skin Care: % Value 2021-2024
Table 105 - LBN Brand Shares of Basic Moisturisers: % Value 2021-2024
Table 106 - LBN Brand Shares of Anti-agers: % Value 2021-2024
Table 107 - LBN Brand Shares of Firming Body Care: % Value 2021-2024
Table 108 - LBN Brand Shares of General Purpose Body Care: % Value 2021-2024
Table 109 - LBN Brand Shares of Premium Skin Care: % Value 2021-2024
Table 110 - Forecast Sales of Skin Care by Category: Value 2024-2029
Table 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 2019-2024
Table 113 - Sales of Sun Care by Category: % Value Growth 2019-2024
Table 114 - NBO Company Shares of Sun Care: % Value 2020-2024
Table 115 - LBN Brand Shares of Sun Care: % Value 2021-2024
Table 116 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024
Table 117 - Forecast Sales of Sun Care by Category: Value 2024-2029
Table 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 2019-2024
Table 120 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2019-2024
Table 121 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024

Mass Beauty and Personal Care in Sweden

KEY DATA FINDINGS

2024 DEVELOPMENTS

PROSPECTS AND OPPORTUNITIES

CATEGORY DATA