

Hair Care in Sweden

June 2025

Table of Contents

Hair Care in Sweden - Category analysis

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 1 - Sales of Hair Care by Category: Value 2019-2024
Table 2 - Sales of Hair Care by Category: % Value Growth 2019-2024
Table 3 - Sales of Hair Care by Premium vs Mass: % Value 2019-2024
Table 4 - NBO Company Shares of Hair Care: % Value 2020-2024
Table 5 - NBO Company Shares of Salon Professional Hair Care: % Value 2020-2024
Table 6 - LBN Brand Shares of Hair Care: % Value 2021-2024
Table 7 - LBN Brand Shares of Colourants: % Value 2021-2024
Table 8 - LBN Brand Shares of Salon Professional Hair Care: % Value 2021-2024
Table 9 - LBN Brand Shares of Salon Professional Hair Care: % Value 2021-2024
Table 10 - LBN Brand Shares of Premium Hair Care: % Value 2021-2024
Table 11 - Forecast Sales of Hair Care by Category: Value 2024-2029
Table 12 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2024-2029

Beauty and Personal Care in Sweden - 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 14 Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 15 Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 16 GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 17 NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 18 LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 19 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 20 Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 21 Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 22 Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 23 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/hair-care-in-sweden/report.