

# Hair Care in Belgium

May 2025

Table of Contents

# Hair Care in Belgium - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Consumers display increased awareness of sustainability and health L'Oréal Belgilux benefits from strong mass offer Supermarkets remains dominant despite growing competitive threats

# PROSPECTS AND OPPORTUNITIES

Innovation to support growth Beauty specialists and health and personal care stores to keep gaining share Sustainability trend to grow

### 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 Belgium - 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-belgium/report.