



Beauty and Personal Care in Portugal

May 2025

Table of Contents

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture
Key trends in 2024
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 Portugal

KEY DATA FINDINGS

2024 DEVELOPMENTS

Parents become increasingly educated about children's health needs, boosting growth
Procter & Gamble Portugal SA improves its share while focusing on innovation
Supermarkets lose sales to health specialists as skin and allergy concerns rise

PROSPECTS AND OPPORTUNITIES

The rising number of children in Portugal is set to support ongoing growth
Bespoke and advanced formulations for children's and babies' skin is set to drive sales
Products targeting pre-teens could drive growth over the forecast period

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 Growth 2024-2029
- Table 21 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2024-2029

Bath and Shower in Portugal

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth is driven by natural ingredients, long-lasting formulas and enhanced hydration
Unilever Fima Lda retains its lead, however, competition from private label rises
Supermarkets lead sales while omnichannel strategies improve the performance of retail e-commerce

PROSPECTS AND OPPORTUNITIES

Positive growth is set to continue as intimate washes drive sales
Promotional strategies will be key to drive sales across the forecast period
Innovation will focus on advanced formulas and sustainability in a mature product landscape

CATEGORY DATA

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

Colour Cosmetics in Portugal

KEY DATA FINDINGS

2024 DEVELOPMENTS

Eye-make up leads sales as colour cosmetics records double-digit growth
Kikocos Portugal - Unipessoal Lda retains its lead, offering affordable goods to consumers
The share of retail e-commerce is challenged as consumers appreciate in-store advice

PROSPECTS AND OPPORTUNITIES

Added-value products are set to drive ongoing growth across the forecast period
Sustainability, AI-driven services and new entrants are expected to shape the forecast period
Skin care and colour cosmetics will increasingly merge, offering consumers added-value

CATEGORY DATA

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

Deodorants in Portugal

KEY DATA FINDINGS

2024 DEVELOPMENTS

Deodorant sticks drive growth as consumers appreciate fragranced formulations and efficacy
A strong year for Procter & Gamble as Old Spice appeals to younger consumers
Supermarkets lead distribution as consumers seek deodorants at competitive prices

PROSPECTS AND OPPORTUNITIES

Active lifestyles and the development of deodorant sticks is set to drive positive growth
Supermarkets is expected to lead distribution as new players enter the market
Sustainability and efficacy are set to be the focus of product innovation

CATEGORY DATA

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

Depilatories in Portugal

KEY DATA FINDINGS

2024 DEVELOPMENTS

Razors and blades supports growth as sales of hair removers/bleaches continues to fall
Reckitt Benckiser loses share while Procter & Gamble improves its position with Gillette
Supermarkets lead distribution as consumers appreciate convenience and competitive pricing

PROSPECTS AND OPPORTUNITIES

Lazer hair removal is set to increasingly challenge sales over the forecast period
Sales through supermarkets are set to suffer from the rising performance of variety stores and beauty specialists
Skin care benefits, sustainability and gender-specific products are set to be the focus of 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 Portugal

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mass and premium fragrances both drive growth as polarisation shapes sales
Leading players lose share while Procter & Gamble and Laboratorios Neum Spain have a strong year
Beauty specialists led sales, although share is lost to supermarkets

PROSPECTS AND OPPORTUNITIES

Mass fragrances is set to drive retail value growth, driven by both affordability and versatility
Aligning fragrance launches with viral moments presents an opportunity for growth and innovation

Personalisation, technology and sustainability are set to shape product 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 Portugal

KEY DATA FINDINGS

2024 DEVELOPMENTS

Innovations that offer functional benefits drive growth in hair care during 2024

L'Oréal Portugal retains its lead, while the brand Rituals records a strong performance

Supermarkets lead sales while variety stores record growth through offering affordable goods

PROSPECTS AND OPPORTUNITIES

Targeted treatments and access to premium products is set to drive strong growth

Sustainability will be key to innovation, shaping new product developments

The rising trend of skin care ingredients in hair care products

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 Category: % Value Growth 2024-2029

Table 78 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2024-2029

Men's Grooming in Portugal

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth is driven by expanding grooming routines and wellness-focused items

Procter & Gamble Portugal SA maintains its lead while perfume players improve their share

Affordable prices and a wide range of goods leads beauty specialists to record strong sales

PROSPECTS AND OPPORTUNITIES

An ongoing interest in grooming routines is set to boost growth over the forecast period

Multifunctional, sustainable, and wellness-oriented goods are set to drive innovation

Colour cosmetics targeting male consumers is an opportunity for growth

CATEGORY DATA

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

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Innovation focuses on health and sustainability to drive value growth in 2024
- Colgate-Palmolive retains its lead while Coswell records a strong uplift with Blanx
- Supermarkets dominates sales in oral care while improving its share in 2024

PROSPECTS AND OPPORTUNITIES

- Electric toothbrushes are set to drive growth as consumers seek enhanced features and a tailored experience
- Health and personal care stores are expected to gain share, offering premium goods
- Sustainability and multifunctional solutions are set to be the focus of innovation

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 Toothpaste: % Value 2021-2024
- Table 97 - Forecast Sales of Oral Care by Category: Value 2024-2029
- Table 98 - Forecast Sales of Oral Care by Category: % Value Growth 2024-2029
- Table 99 - Forecast Sales of Toothbrushes by Category: Value 2024-2029
- Table 100 - Forecast Sales of Toothbrushes by Category: % Value Growth 2024-2029

Skin Care in Portugal

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Facial care drives growth as consumers seek anti-ageing, anti-acne, and brightening solutions
- L'Oréal Portugal improves its lead, offering a strong portfolio across both mass and premium skin care
- Beauty specialists lose share as competition from supermarkets and retail e-commerce rises

PROSPECTS AND OPPORTUNITIES

- Rising consumer knowledge and focused, targeted solutions are set to support growth
- Opportunities exist for niche players and products targeted at younger consumers
- Innovation is set to focus on active ingredients and tech-enhanced tools that align with sophisticated routines

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 Portugal

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing awareness of skin health and ongoing innovation fuels growth in sun care
L'Oréal Portugal Unipessoal Lda leads, however, Avène becomes the top brand
Health and beauty specialists maintain its dominance in sun care

PROSPECTS AND OPPORTUNITIES

Rising knowledge of skin care is set to drive growth in sun care, as after sun boosts growth
Competition is set to remain intense as consumers increasingly prioritise quality sun care
Innovation will remain crucial as sun care focuses on efficacy and sustainability

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 Portugal

KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong value growth is supported by innovation, luxury, and sustainability
L'Oréal Portugal Unipessoal Lda retains its lead while LVMH Perfumes & Cosmética Lda records strong value growth
Rising demand for premium attributes as consumers become more informed

PROSPECTS AND OPPORTUNITIES

The demand for products that focus on long-term wellness is set to boost growth
Lower growth expected for premium bath and shower as many remain unwilling to invest in high-priced bath goods
Technological advancements and sustainable features are set to shape innovations

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

Table 122 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024

Table 123 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2024-2029

Table 124 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2024-2029

Mass Beauty and Personal Care in Portugal

KEY DATA FINDINGS

2024 DEVELOPMENTS

Value pack sizes and the expansion of private label supports sales in 2024

L'Oréal Portugal Unipessoal Lda retains its lead, offering a wide range of brands

Innovation focuses on advanced formulas and sustainability to drive growth

PROSPECTS AND OPPORTUNITIES

Social media and a focus on advanced formulations are set to drive sales within mass beauty and personal care

Rising competition and global influences are expected to influence mass beauty and personal care

Innovation and sustainability are set to shape product innovation across the forecast period

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

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