

# Mass Beauty and Personal Care in France

May 2025

**Table of Contents** 

# Mass Beauty and Personal Care in France - Category analysis

## **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

Polarised growth patterns in mass beauty and personal care in 2024

L'Oréal Groupe reigns supreme

Mass colour cosmetics leads value growth, while Adopt Parfums continues to expand

## PROSPECTS AND OPPORTUNITIES

Mass sun protection to see strong recovery, as natural trend accelerates

Bright future for private label

Social media trends and influencers remain key for sales to Gens Z and A

#### CATEGORY DATA

- Table 1 Sales of Mass Beauty and Personal Care by Category: Value 2019-2024
- Table 2 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 3 NBO Company Shares of Mass Beauty and Personal Care: % Value 2020-2024
- Table 4 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2021-2024
- Table 5 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2024-2029
- Table 6 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2024-2029

# Beauty and Personal Care in France - 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 7 Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 12 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 13 Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 14 Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 15 Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 16 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

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# **SOURCES**

Summary 1 - Research Sources

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