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International

# Mass Beauty and Personal Care in the US

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mass beauty and personal care witnesses modest growth, with highlights being bath and shower and deodorants  
Established legacy players dominate, while indie brands are proving to be strong competitors  
Private label and dupes satiate cost-conscious consumers, and brands expand into budget retailers and warehouse clubs

PROSPECTS AND OPPORTUNITIES

Rise of masstige offerings with elevated ingredient formulations to capture consumer dollars  
Retailers and brands target new shoppers across the price spectrum  
Digitalisation hones-in on immediacy and affordability

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 the US - 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

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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