



# Beauty and Personal Care in Sri Lanka

May 2025

Table of Contents

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?
- Chart 1 - Beauty and Personal Care: Beauty Specialist
- Chart 2 - Beauty and Personal Care: Small Local Grocer

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 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024
- Table 7 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024
- Table 8 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 9 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 10 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 11 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

BABY AND CHILD-SPECIFIC PRODUCTS

- Key Data Findings
- 2024 Developments
- Growing sales of baby and child-specific products as consumers focus on affordable toiletries
- Baby Cheramy brand benefits from its longstanding presence in the country and retains the outright lead
- Pharmacies, small local grocers and supermarkets remain the most popular channels for baby and child-specific products
- Prospects and Opportunities
- Positive prospects for baby and child-specific products, especially toiletries that are reasonably priced and which offer convenience
- Convenience remains a major driver of sales and a strong motivation for parents to purchase baby and child-specific products
- Baby and child-specific products benefits from greater innovation around quality, safety and sustainability
- Category Data
- Table 12 - Sales of Baby and Child-specific Products by Category: Value 2019-2024
- Table 13 - Sales of Baby and Child-specific Products by Category: % Value Growth 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 Premium Baby and Child-specific Products: % Value 2021-2024
- Table 17 - Forecast Sales of Baby and Child-specific Products by Category: Value 2024-2029
- Table 18 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2024-2029

BATH AND SHOWER

- Key Data Findings
- 2024 Developments
- Overall growth in sales of bath and shower in 2024 although mass and premium brands face different challenges
- Unilever continues to grow strongly despite its outright lead in bath and shower
- Small local grocers remains the outright leading channel for bath and shower
- Prospects and Opportunities
- Positive forecast period prospects for bath and shower as consumers appreciate practical products in smaller pack sizes as well as those designed to

promote wellbeing

Industry players focus on innovation, convenient packaging and rebranding

Bath and shower caters to diverse consumer groups with wide-ranging prices and product characteristics

Category Data

Table 19 - Sales of Bath and Shower by Category: Value 2019-2024

Table 20 - Sales of Bath and Shower by Category: % Value Growth 2019-2024

Table 21 - NBO Company Shares of Bath and Shower: % Value 2020-2024

Table 22 - LBN Brand Shares of Bath and Shower: % Value 2021-2024

Table 23 - Forecast Sales of Bath and Shower by Category: Value 2024-2029

Table 24 - Forecast Sales of Bath and Shower by Category: % Value Growth 2024-2029

DEODORANTS

Key Data Findings

2024 Developments

Moderate growth for deodorants in 2024 as the category recovers from import restrictions

Unilever retains the outright lead thanks to the popularity of its Rexona, Axe and Denim brands

Distribution of deodorants widens though higher-end brands still mainly retail via supermarkets and pharmacies

Prospects and Opportunities

Deodorants benefits from the lifting of import restrictions, widening the competitive landscape to include foreign brands

Price sensitivity and brand renown continue to make local products alluring to consumers, despite the entry of global brands

New products that focus on innovation gather momentum

Category Data

Table 25 - Sales of Deodorants by Category: Value 2019-2024

Table 26 - Sales of Deodorants by Category: % Value Growth 2019-2024

Table 27 - NBO Company Shares of Deodorants: % Value 2020-2024

Table 28 - LBN Brand Shares of Deodorants: % Value 2021-2024

Table 29 - Forecast Sales of Deodorants by Category: Value 2024-2029

Table 30 - Forecast Sales of Deodorants by Category: % Value Growth 2024-2029

HAIR CARE

Key Data Findings

2024 Developments

Growth of hair care sales due to the necessity status of these products and increasingly sophisticated consumer demand

Unilver maintains its lead thanks to the popularity of its Sunsilk, Lifebuoy, Dove and Clear brands

Small local grocers and modern grocery retailers account for the majority share of hair care sales, while retail e-commerce experiences the strongest growth from a low base

Prospects and Opportunities

Growth of hair care as the category becomes more sophisticated

Growing uptake of digital platforms and retail e-commerce also shapes hair care trends and performance over the forecast period

Innovation, technological advancements, including around environmental friendliness, and greater digitilisation promote sales of hair care over the forecast period

Category Data

Table 31 - Sales of Hair Care by Category: Value 2019-2024

Table 32 - Sales of Hair Care by Category: % Value Growth 2019-2024

Table 33 - NBO Company Shares of Hair Care: % Value 2020-2024

Table 34 - LBN Brand Shares of Hair Care: % Value 2021-2024

Table 35 - LBN Brand Shares of Premium Hair Care: % Value 2021-2024

Table 36 - Forecast Sales of Hair Care by Category: Value 2024-2029

Table 37 - Forecast Sales of Hair Care by Category: % Value Growth 2024-2029

DEPILATORIES

Key Data Findings

2024 Developments

Modest growth for depilatories in 2024 as improving economy enables consumers to buy more sophisticated products  
Reckitt Benckiser leads with its highly popular Veet brand  
Despite the dominance of pharmacies and small local grocers, distribution continues to widen  
Prospects and Opportunities  
Forecast period sales of depilatories influenced heavily by the removal of import restrictions given the strong presence of global brands  
Growing popularity of retail e-commerce helps to drive category growth  
Industry players focus on producing good value, convenient and skin-sensitive products  
Category Data  
Table 38 - Sales of Depilatories by Category: Value 2019-2024  
Table 39 - Sales of Depilatories by Category: % Value Growth 2019-2024  
Table 40 - NBO Company Shares of Depilatories: % Value 2020-2024  
Table 41 - LBN Brand Shares of Depilatories: % Value 2021-2024  
Table 42 - Forecast Sales of Depilatories by Category: Value 2024-2029  
Table 43 - Forecast Sales of Depilatories by Category: % Value Growth 2024-2029

## ORAL CARE

Key Data Findings  
2024 Developments  
Growing consumer awareness of the importance of oral health, aided by government campaigns, boost sales of oral care  
The competitive environment in oral care remains concentrated with Unilever and Hema holding the majority share  
Small local grocers retains the outright lead in the distribution of oral care, though retail e-commerce expands from a low base  
Prospects and Opportunities  
Consumers embrace more comprehensive oral hygiene routines over the forecast period  
Growth in retail e-commerce as consumers increasingly appreciate the convenience of this channel  
Oral care expansion is fuelled by innovation and increasingly sophisticated products  
Category Data  
Table 44 - Sales of Oral Care by Category: Value 2019-2024  
Table 45 - Sales of Oral Care by Category: % Value Growth 2019-2024  
Table 46 - NBO Company Shares of Oral Care: % Value 2020-2024  
Table 47 - LBN Brand Shares of Oral Care: % Value 2021-2024  
Table 48 - Forecast Sales of Oral Care by Category: Value 2024-2029  
Table 49 - Forecast Sales of Oral Care by Category: % Value Growth 2024-2029

## MEN'S GROOMING

Key Data Findings  
2024 Developments  
Consumers increasingly seek men's grooming products that are affordable, functional and dependable  
Société Bic SA retains the outright lead in men's grooming thanks to the popularity of its Bic brand  
Men's grooming benefits from widespread distribution, with retail e-commerce growing rapidly from a low base  
Prospects and Opportunities  
Positive prospects for men's grooming as the products become more sophisticated in line with consumer demand  
Retail e-commerce goes from strength to strength as consumers and industry players increasingly embrace this channel  
Innovation remains key to category success over the forecast period  
Category Data  
Table 50 - Sales of Men's Grooming by Category: Value 2019-2024  
Table 51 - Sales of Men's Grooming by Category: % Value Growth 2019-2024  
Table 52 - NBO Company Shares of Men's Grooming: % Value 2020-2024  
Table 53 - LBN Brand Shares of Men's Grooming: % Value 2021-2024  
Table 54 - Forecast Sales of Men's Grooming by Category: Value 2024-2029  
Table 55 - Forecast Sales of Men's Grooming by Category: % Value Growth 2024-2029

## COLOUR COSMETICS

Key Data Findings

## 2024 Developments

Modest sales growth of colour cosmetics in 2024, boosted by demand products with natural ingredients

Increasingly competitive colour cosmetics category led by Janet thank to its natural and environmentally-friendly credentials

Department stores, small local grocers, direct selling and beauty specialists are popular channels for colour cosmetics

## Prospects and Opportunities

Stronger uptick for colour cosmetics as consumers embrace local brands and more health conscious options

Growing demand for BB/CC creams as consumer make-up trends continue to veer towards natural looks

Innovation and product development characterise the popularity of premium colour cosmetics

## Category Data

Table 56 - Sales of Colour Cosmetics by Category: Value 2019-2024

Table 57 - Sales of Colour Cosmetics by Category: % Value Growth 2019-2024

Table 58 - NBO Company Shares of Colour Cosmetics: % Value 2020-2024

Table 59 - LBN Brand Shares of Colour Cosmetics: % Value 2021-2024

Table 60 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2021-2024

Table 61 - Forecast Sales of Colour Cosmetics by Category: Value 2024-2029

Table 62 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2024-2029

## FRAGRANCES

### Key Data Findings

## 2024 Developments

Sales rise in 2024 as fragrances benefits from a lifting of import restrictions

Hemas Holdings retains the lead but is facing more intense competition

Direct selling and department stores retain the outright lead in the distribution of fragrances, while beauty specialists sees the strongest increase in popularity

## Prospects and Opportunities

Forecast period sales of fragrances continue to benefit from the lifting of import restrictions

Continued shift towards digital marketing and interactive purchases

The popularity of fragrances characterised by cost, convenience and health trends

## Category Data

Table 63 - Sales of Fragrances by Category: Value 2019-2024

Table 64 - Sales of Fragrances by Category: % Value Growth 2019-2024

Table 65 - NBO Company Shares of Fragrances: % Value 2020-2024

Table 66 - LBN Brand Shares of Fragrances: % Value 2021-2024

Table 67 - LBN Brand Shares of Premium Fragrances: % Value 2021-2024

Table 68 - Forecast Sales of Fragrances by Category: Value 2024-2029

Table 69 - Forecast Sales of Fragrances by Category: % Value Growth 2024-2029

## SKIN CARE

### Key Data Findings

## 2024 Developments

Skin care increasingly shaped by trend towards natural and organic products

Unilever retains the outright lead thanks to the renown of its brands

Skin care is widely distributed in Sri Lanka with pharmacies in the lead

## Prospects and Opportunities

Forecast period growth for skin care as consumers become increasingly well educated about the components of the products they apply to their bodies

In tandem with growing demand for more sophisticated products some consumers also demand inexpensive skin care solutions

Industry players respond to consumer demand by launching AI-powered skin care products to suit individual requirements

## Category Data

Table 70 - Sales of Skin Care by Category: Value 2019-2024

Table 71 - Sales of Skin Care by Category: % Value Growth 2019-2024

Table 72 - NBO Company Shares of Skin Care: % Value 2020-2024

Table 73 - LBN Brand Shares of Skin Care: % Value 2021-2024

Table 74 - LBN Brand Shares of Premium Skin Care: % Value 2021-2024

Table 75 - Forecast Sales of Skin Care by Category: Value 2024-2029

Table 76 - Forecast Sales of Skin Care by Category: % Value Growth 2024-2029

SUN CARE

Key Data Findings

2024 Developments

Developing habit of sun care usage due to growing awareness of the dangers of sun exposure favours category development

Beiersdorf leads with its popular Nivea Sun brand

Sun care is available across most channels in Sri Lanka with small local grocers, department stores and pharmacies holding the majority of category share

Prospects and Opportunities

Adoption of sun protection at an earlier age boosts the popularity of sun care over the forecast period

Sun protection innovation focuses on multifunctionality

Product effectiveness, improved delivery mechanisms and lightweight formulas feature in new product developments

Category Data

Table 77 - Sales of Sun Care by Category: Value 2019-2024

Table 78 - Sales of Sun Care by Category: % Value Growth 2019-2024

Table 79 - NBO Company Shares of Sun Care: % Value 2020-2024

Table 80 - LBN Brand Shares of Sun Care: % Value 2021-2024

Table 81 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024

Table 82 - Forecast Sales of Sun Care by Category: Value 2024-2029

Table 83 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

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