



**Euromonitor  
International**

# Premium Beauty and Personal Care in the US

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Premium beauty and personal care continues driving industry growth in 2024, supported by the strong performance of fragrances  
L'Oréal USA Inc benefits from a strong portfolio in dermocosmetics, helping maintain its leading position in premium beauty and personal care  
The ascendancy of health and wellness trends influencing premium categories

PROSPECTS AND OPPORTUNITIES

Premium beauty and personal care set to outperform mass, with premium brands expected to focus on offering entry-level or accessible products  
Healthy ageing and preventive wellness will be key areas of opportunity for companies, with the blurring of beauty and health  
Premium beauty and personal care expected to witness further strategic moves to establish value, from innovative product launches to technology

CATEGORY DATA

- Table 1 - Sales of Premium Beauty and Personal Care by Category: Value 2019-2024
- Table 2 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024
- Table 4 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024
- Table 5 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2024-2029
- Table 6 - Forecast Sales of Premium 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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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/premium-beauty-and-personal-care-in-the-us/report](http://www.euromonitor.com/premium-beauty-and-personal-care-in-the-us/report).