

# Mass Beauty and Personal Care in Israel

May 2025

**Table of Contents** 

# Mass Beauty and Personal Care in Israel - Category analysis

## **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

Mass categories profit from increased budget-consciousness among consumers

Cosmopharm remains the overall leader

Appetite for experimentation and influencer recommendations help to boost sales

## PROSPECTS AND OPPORTUNITIES

Demand for mass products expected to remain robust

Rising image- and health-consciousness bode well for mass skin care

Interest in products with a more natural positioning set to increase

## **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 Israel - 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

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/mass-beauty-and-personal-care-in-israel/report.