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# Beauty and Personal Care in North Macedonia

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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?

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 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby and Child-Specific Products in North Macedonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Ongoing innovations, premiumisation and higher price points drive value growth  
Procter & Gamble retains its lead with the trusted brand Pampers  
Pharmacists lead distribution while retail e-commerce supports wider availability and choice

PROSPECTS AND OPPORTUNITIES

Positive growth anticipated as baby and child-specific sun care is set to boost sales  
Omnichannel strategies are expected to support ongoing growth for baby and child-specific products  
Environmentally-friendly products are expected to be a rising trend across the forecast period

CATEGORY DATA

- Table 11 - Sales of Baby and Child-specific Products by Category: Value 2019-2024
- Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2019-2024
- Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 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 Baby and Child-specific Sun Care: % Value 2021-2024
- Table 17 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2021-2024
- Table 18 - Forecast Sales of Baby and Child-specific Products by Category: Value 2024-2029
- Table 19 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2024-2029
- Table 20 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2024-2029

Bath and Shower in North Macedonia

KEY DATA FINDINGS

## 2024 DEVELOPMENTS

Products featuring essential oils and calming aromas grow in popularity

Multinationals retain the lead while players focus on texture and scent within new product launches

Supermarkets lead distribution while retail e-commerce improves its sales

## PROSPECTS AND OPPORTUNITIES

Negative demographic trends are expected to challenge growth, while social media will support sales

Innovation is set to focus on sustainability and natural ingredients

Premiumisation is set to be supported by consumer demand for advanced and skin-friendly formulations

## CATEGORY DATA

Table 21 - Sales of Bath and Shower by Category: Value 2019-2024

Table 22 - Sales of Bath and Shower by Category: % Value Growth 2019-2024

Table 23 - Sales of Bath and Shower by Premium vs Mass: % Value 2019-2024

Table 24 - NBO Company Shares of Bath and Shower: % Value 2020-2024

Table 25 - LBN Brand Shares of Bath and Shower: % Value 2021-2024

Table 26 - LBN Brand Shares of Premium Bath and Shower: % Value 2021-2024

Table 27 - Forecast Sales of Bath and Shower by Category: Value 2024-2029

Table 28 - Forecast Sales of Bath and Shower by Category: % Value Growth 2024-2029

Table 29 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2024-2029

## Colour Cosmetics in North Macedonia

## KEY DATA FINDINGS

## 2024 DEVELOPMENTS

Strong sales of mascara support a double-digit rise of retail value growth

Coty Inc maintains its lead while Cosnova GmbH focuses on inclusivity in its product ranges

Consumers rely on beauty specialists for a wide range of goods and expert advice

## PROSPECTS AND OPPORTUNITIES

Wide consumer reach, supported by e-commerce and social media, is set to support growth

Inclusivity and sustainability are set to be growing trends across the forecast period

Innovation is set to focus on skin care benefits and ingredients to boost overall value

## CATEGORY DATA

Table 30 - Sales of Colour Cosmetics by Category: Value 2019-2024

Table 31 - Sales of Colour Cosmetics by Category: % Value Growth 2019-2024

Table 32 - Sales of Colour Cosmetics by Premium vs Mass: % Value 2019-2024

Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2020-2024

Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2021-2024

Table 35 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2021-2024

Table 36 - Forecast Sales of Colour Cosmetics by Category: Value 2024-2029

Table 37 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2024-2029

Table 38 - Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2024-2029

## Deodorants in North Macedonia

## KEY DATA FINDINGS

## 2024 DEVELOPMENTS

Premiumisation boosts value sales as deodorant sticks drive category growth

The presence of multinational companies makes it challenging for local players to enter

Supermarkets led distributions, offering consumers choice and convenience

PROSPECTS AND OPPORTUNITIES

Growth will be supported by innovation, the expansion of retail e-commerce and warmer months  
Consumers are set to migrate from aluminium-based products to natural deodorants  
Natural ingredients, sustainability and strong efficacy are set to be the focus of innovation

CATEGORY DATA

- Table 39 - Sales of Deodorants by Category: Value 2019-2024
- Table 40 - Sales of Deodorants by Category: % Value Growth 2019-2024
- Table 41 - Sales of Deodorants by Premium vs Mass: % Value 2019-2024
- Table 42 - NBO Company Shares of Deodorants: % Value 2020-2024
- Table 43 - LBN Brand Shares of Deodorants: % Value 2021-2024
- Table 44 - LBN Brand Shares of Premium Deodorants: % Value 2021-2024
- Table 45 - Forecast Sales of Deodorants by Category: Value 2024-2029
- Table 46 - Forecast Sales of Deodorants by Category: % Value Growth 2024-2029
- Table 47 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2024-2029

Depilatories in North Macedonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Time saving and cost-effective alternatives to salon treatments drives growth for depilatories  
The well-established Gillet brand helps Procter & Gamble retains its lead in 2024  
Supermarkets dominate distribution, with ongoing expansion supporting growth

PROSPECTS AND OPPORTUNITIES

Cost conscious behaviour is set to support growth as consumers favour at-home treatments  
New products developments and innovation will focus on natural and gentle ingredients  
Specialised and targeted solutions are set to become more common within depilatories

CATEGORY DATA

- Table 48 - Sales of Depilatories by Category: Value 2019-2024
- Table 49 - Sales of Depilatories by Category: % Value Growth 2019-2024
- Table 50 - NBO Company Shares of Depilatories: % Value 2020-2024
- Table 51 - LBN Brand Shares of Depilatories: % Value 2021-2024
- Table 52 - Forecast Sales of Depilatories by Category: Value 2024-2029
- Table 53 - Forecast Sales of Depilatories by Category: % Value Growth 2024-2029

Fragrances in North Macedonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Premium fragrances outperform mass options as consumers reach for long-lasting, quality scents  
Coty Inc retains its lead, offering well-established international fragrance brands  
Beauty specialists benefit from offering a wide variety of goods and knowledgeable staff

PROSPECTS AND OPPORTUNITIES

Social media, scent innovation and mass body mists are set to support value growth  
Gender neutrality and unisex scents are expected to be a rising trend in fragrances  
Sustainability and personalisation will be key trends driving growth in fragrances

CATEGORY DATA

- Table 54 - Sales of Fragrances by Category: Value 2019-2024

Table 55 - Sales of Fragrances by Category: % Value Growth 2019-2024

Table 56 - NBO Company Shares of Fragrances: % Value 2020-2024

Table 57 - LBN Brand Shares of Fragrances: % Value 2021-2024

Table 58 - LBN Brand Shares of Premium Men's Fragrances: % Value 2021-2024

Table 59 - LBN Brand Shares of Premium Women's Fragrances: % Value 2021-2024

Table 60 - Forecast Sales of Fragrances by Category: Value 2024-2029

Table 61 - Forecast Sales of Fragrances by Category: % Value Growth 2024-2029

Hair Care in North Macedonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Scalp health becomes a key driver of sales as salon professional hair care supports growth  
L'Oréal Groupe retains its lead while Dr Kurt Wolff records a strong performance with medicated shampoos  
Beauty specialists lead sales, offering a wide variety and competitive price points

PROSPECTS AND OPPORTUNITIES

Value growth is set to be supported by ongoing premiumisation and salon professional hair care  
Retail e-commerce will support the emergence of new brands and increase competition  
Innovation is set to focus on hair and scalp wellness, with stronger use of plant-based ingredients

CATEGORY DATA

- Table 62 - Sales of Hair Care by Category: Value 2019-2024
- Table 63 - Sales of Hair Care by Category: % Value Growth 2019-2024
- Table 64 - Sales of Hair Care by Premium vs Mass: % Value 2019-2024
- Table 65 - NBO Company Shares of Hair Care: % Value 2020-2024
- Table 66 - LBN Brand Shares of Hair Care: % Value 2021-2024
- Table 67 - NBO Company Shares of Salon Professional Hair Care: % Value 2020-2024
- Table 68 - LBN Brand Shares of Salon Professional Hair Care: % Value 2021-2024
- Table 69 - LBN Brand Shares of Premium Hair Care: % Value 2021-2024
- Table 70 - Forecast Sales of Hair Care by Category: Value 2024-2029
- Table 71 - Forecast Sales of Hair Care by Category: % Value Growth 2024-2029
- Table 72 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2024-2029

Men's Grooming in North Macedonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising interest in fragrance and skin health drives sales in men's grooming  
Fragrances players remain key players as Coty Inc and Puig SL lead men's grooming  
Beauty specialists led distribution, offering a wide variety of goods in one retailer

PROSPECTS AND OPPORTUNITIES

Product innovation, skin care and premiumisation is set to drive ongoing growth  
The trend for beards is set to continue, challenging sales of men's shaving products  
Innovation is expected to focus on health, sustainability and technology

CATEGORY DATA

- Table 73 - Sales of Men's Grooming by Category: Value 2019-2024
- Table 74 - Sales of Men's Grooming by Category: % Value Growth 2019-2024
- Table 75 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2021-2024
- Table 76 - Sales of Men's Skin Care by Type: % Value Breakdown 2021-2024

Table 77 - NBO Company Shares of Men's Grooming: % Value 2020-2024

Table 78 - LBN Brand Shares of Men's Grooming: % Value 2021-2024

Table 79 - LBN Brand Shares of Men's Razors and Blades: % Value 2021-2024

Table 80 - Forecast Sales of Men's Grooming by Category: Value 2024-2029

Table 81 - Forecast Sales of Men's Grooming by Category: % Value Growth 2024-2029

Oral Care in North Macedonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Toothpaste drives sales as an essential product, while tooth whiteners gain ground

Colgate-Palmolive Co retains its lead through Colgate, while innovating during 2024

Supermarkets lead distribution while retail e-commerce records a strong uplift in share

PROSPECTS AND OPPORTUNITIES

Premiumisation, innovation and denture care are expected to drive growth

Innovation is expected to focus on sustainability, natural ingredients and on-the-go products

Oral microbiome and gum health are set to be the focus of new product developments

CATEGORY DATA

Table 82 - Sales of Oral Care by Category: Value 2019-2024

Table 83 - Sales of Oral Care by Category: % Value Growth 2019-2024

Table 84 - Sales of Toothbrushes by Category: Value 2019-2024

Table 85 - Sales of Toothbrushes by Category: % Value Growth 2019-2024

Table 86 - Sales of Toothpaste by Type: % Value Breakdown 2020-2024

Table 87 - NBO Company Shares of Oral Care: % Value 2020-2024

Table 88 - LBN Brand Shares of Oral Care: % Value 2021-2024

Table 89 - Forecast Sales of Oral Care by Category: Value 2024-2029

Table 90 - Forecast Sales of Oral Care by Category: % Value Growth 2024-2029

Table 91 - Forecast Sales of Toothbrushes by Category: Value 2024-2029

Table 92 - Forecast Sales of Toothbrushes by Category: % Value Growth 2024-2029

Skin Care in North Macedonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Anti-ageing, skin heath and body care drive growth in skin care in 2024

The popularity of Nivea allows Beiersdorf dooeel Skopje to retain its lead in skin care

Consumers appreciate beauty specialists as they can trial various products

PROSPECTS AND OPPORTUNITIES

Advanced formulations and cutting-edge technologies are expected to boost value growth in skin care

A rising demand for personalised skin care solutions will shape innovations

AI-powered skin analysis tools are expected to shape the industry across the next five years

CATEGORY DATA

Table 93 - Sales of Skin Care by Category: Value 2019-2024

Table 94 - Sales of Skin Care by Category: % Value Growth 2019-2024

Table 95 - NBO Company Shares of Skin Care: % Value 2020-2024

Table 96 - LBN Brand Shares of Skin Care: % Value 2021-2024

Table 97 - LBN Brand Shares of Premium Skin Care: % Value 2021-2024

Table 98 - Forecast Sales of Skin Care by Category: Value 2024-2029

Table 99 - Forecast Sales of Skin Care by Category: % Value Growth 2024-2029

Sun Care in North Macedonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising awareness of sun damage and the demand for skin care benefits boosts value growth  
Beiersdorf dooel Skopje takes the lead from domestic player Alkaloid AD Skopje  
Supermarkets lead distribution of sun care, offering a wide variety of products

PROSPECTS AND OPPORTUNITIES

Innovation, travel and growing consumer knowledge is expected to boost value growth in sun care  
Innovation in sun protection will focus on advanced functionality and product formats  
Players are set to offer multifunctional, sensorially appealing, and easy-to-apply sun care

CATEGORY DATA

- Table 100 - Sales of Sun Care by Category: Value 2019-2024
- Table 101 - Sales of Sun Care by Category: % Value Growth 2019-2024
- Table 102 - Sales of Sun Care by Premium vs Mass: % Value 2019-2024
- Table 103 - NBO Company Shares of Sun Care: % Value 2020-2024
- Table 104 - LBN Brand Shares of Sun Care: % Value 2021-2024
- Table 105 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024
- Table 106 - Forecast Sales of Sun Care by Category: Value 2024-2029
- Table 107 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

Premium Beauty and Personal Care in North Macedonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Premium fragrances and a rising demand for premium anti-agers supports growth in 2024  
Coty Inc retains its lead with key products in fragrances, colour cosmetics and bath and shower  
Consumers ability to increasing afford premium goods supports growth in 2024

PROSPECTS AND OPPORTUNITIES

Value-added goods and the perception of higher quality will drive growth across the forecast period  
Health, wellness and sustainability are set to drive growth and shape product innovations  
Sustainable packaging will become a vital component of product innovation

CATEGORY DATA

- Table 108 - Sales of Premium Beauty and Personal Care by Category: Value 2019-2024
- Table 109 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 110 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024
- Table 111 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024
- Table 112 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2024-2029
- Table 113 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2024-2029

Mass Beauty and Personal Care in North Macedonia

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mass colour cosmetics and skin care drive strong sales as players focus on personalisation  
Beiersdorf dooel Skopje lead mass products, with well-established offering Nivea

Inflation supports sales of mass beauty and personal care in 2024

PROSPECTS AND OPPORTUNITIES

Mass adult sun care and mass anti-ager products are set to drive growth across the forecast period  
Health, wellness and natural ingredients are set to shape product innovation  
Players are set to launch sustainable packaging and formulas, aligning with consumer demand

CATEGORY DATA

- Table 114 - Sales of Mass Beauty and Personal Care by Category: Value 2019-2024
- Table 115 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 116 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2020-2024
- Table 117 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2021-2024
- Table 118 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2024-2029
- Table 119 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2024-2029

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