

Beauty and Personal Care in Estonia

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Abstracts

The beauty and personal care market in Estonia lost momentum in 2022 following a particularly strong 2021. Consumers returned to their pre-pandemic behaviours and found that reasons for concern were changed, but had not gone away. War in Ukraine and disrupted logistics added pressure to the market in the year. Inflation was also a concern in 2022; however, its impact was not as significant as in other FMCG categories.

Euromonitor International's Beauty and Personal Care in Estonia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Beauty and Personal Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

MASS BEAUTY AND PERSONAL CARE IN ESTONIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Mass products appeal to price-sensitive consumers in 2022

Major global manufacturers offer good-quality, affordable mass items

International players lead with their well-recognised and widely available brands

PROSPECTS AND OPPORTUNITIES

Mass dominance set to continue

Inflation impact

Local presence will remain low

CATEGORY DATA

Table 1 Sales of Mass Beauty and Personal Care by Category: Value 2017-2022

Table 2 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Mass Beauty and Personal Care: % Value 2018-2022

Table 4 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2019-2022

Table 5 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2022-2027

Table 6 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2022-2027

BEAUTY AND PERSONAL CARE IN ESTONIA

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 7 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 12 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022

Table 13 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 14 Distribution of Beauty and Personal Care by Format and Category: % Value

2022

Table 15 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 16 Forecast Sales of Beauty and Personal Care by Category: % Value Growth
2022-2027

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SOURCES

Summary 1 Research Sources

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