

# Beauty and Personal Care in North Macedonia

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## Abstracts

Double-digit percentage inflation played a crucial role in maintaining significant value growth in beauty and personal care in 2022. However, it is important to note that while the product area experienced growth, most unit prices of beauty and personal care products increased just below the official inflation rate. This indicates that while consumers were willing to spend on these products, they were also mindful of the rising prices and were seeking value for their money.

Euromonitor International's Beauty and Personal Care in North Macedonia 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.

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Mass adult sun care and mass colour cosmetics drive growth in mass beauty and personal care

Premium beauty and personal care products outpace mass counterparts

A well-established player, L'Oréal maintains its lead in mass beauty and personal care

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