

Beauty and Personal Care in Slovakia

<https://marketpublishers.com/r/B27E5165125EN.html>

Date: April 2024

Pages: 126

Price: US\$ 2,650.00 (Single User License)

ID: B27E5165125EN

Abstracts

Beauty and personal care in Slovakia registered strong current value growth in 2023 underpinned by soaring inflation which triggered price increases across all categories. The Slovak economy has remained somewhat resilient despite significant headwinds from the war in Ukraine, soaring commodity prices and supply chain disruptions. The negative economic outlook has been reflected in weaker consumer spending and purchasing power. Consumers avoided impulse purchases and reduced the frequency of the...

Euromonitor International's Beauty and Personal Care in Slovakia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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

Beauty and Personal Care in Slovakia

Euromonitor International

April 2024

LIST OF CONTENTS AND TABLES

BEAUTY AND PERSONAL CARE IN SLOVAKIA

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 KEY TRENDS

Competitive landscape

Retailing developments

What next for beauty and personal care?

MARKET DATA

Table 1 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 7 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 10 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

MASS BEAUTY AND PERSONAL CARE IN SLOVAKIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mass segment records solid growth in current value terms

Discounters gain share due to inflationary climate

Mass skin care is most dynamic category

PROSPECTS AND OPPORTUNITIES

Lower retail prices to boost volume sales

German drugstore chain Rossmann may enter the Slovak market

Multinationals will continue to shape beauty and personal care challenged by private label

CATEGORY DATA

Table 11 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 13 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

PREMIUM BEAUTY AND PERSONAL CARE IN SLOVAKIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Skin care and sun care are clear winners in premium segment

Blurred lines across channels supports growth as consumers shop all in one place

Premium categories fared well despite high inflation

PROSPECTS AND OPPORTUNITIES

Premium skin care set to perform rather well over the forecast period

Premium hair care is likely to benefit from stronger focus on healthy hair

Consumers will look for cost-saving options when purchasing premium products

CATEGORY DATA

Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2018-2023

Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028

Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

BABY AND CHILD-SPECIFIC PRODUCTS IN SLOVAKIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumer demand remains resilient in face of price increases in baby and child-specific products

Baby and child-specific sun care continue to perform well

Brands and private label seek to reduce their carbon footprint

PROSPECTS AND OPPORTUNITIES

Lower birth rate may limit growth potential

Private label is expected to thrive in upcoming period

Sustainability issue to gain importance among Slovaks

CATEGORY DATA

Table 23 Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 26 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 28 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023

Table 29 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 30 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 31 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 32 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 33 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

BATH AND SHOWER IN SLOVAKIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Discounter presence is amplified by retail inflation

Bar soaps continue to attract consumer interest amid sustainability concerns

Intimate washes record growth in both retail value and volume

PROSPECTS AND OPPORTUNITIES

Natural and eco-friendly bath and shower products will continue to gain traction

Refillable pouches and packaging to spread across the category

Value for money to remain high on the consumer agenda

CATEGORY DATA

Table 34 Sales of Bath and Shower by Category: Value 2018-2023

Table 35 Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 36 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Table 37 NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 38 LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 39 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023

Table 40 Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 41 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

Table 42 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

COLOUR COSMETICS IN SLOVAKIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Colour cosmetics receives boost to value sales as consumption picks up

Other lash and brow make-up products is one of the most dynamic categories

Lipstick effect stirs up demand for colour cosmetics

PROSPECTS AND OPPORTUNITIES

Slower growth is expected in early part of forecast period

Discounters and private label to benefit from wider range of colour cosmetics

Social media offers fast track to marketing colour cosmetics

CATEGORY DATA

Table 43 Sales of Colour Cosmetics by Category: Value 2018-2023

Table 44 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 45 NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 46 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 47 LBN Brand Shares of Eye Make-up: % Value 2020-2023

Table 48 LBN Brand Shares of Facial Make-up: % Value 2020-2023

Table 49 LBN Brand Shares of Lip Products: % Value 2020-2023

Table 50 LBN Brand Shares of Nail Products: % Value 2020-2023

Table 51 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 52 Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 53 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

DEODORANTS IN SLOVAKIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Category suffers from downtrading to cheaper alternatives and private label

International players continue to dominate the category

Brands that embrace natural ingredients are highly desirable

PROSPECTS AND OPPORTUNITIES

Deodorants category unlikely to see any significant growth in retail value or volume

Solid deodorants expected to gain popularity

Packaging to be a major focus of innovation

CATEGORY DATA

Table 54 Sales of Deodorants by Category: Value 2018-2023

Table 55 Sales of Deodorants by Category: % Value Growth 2018-2023

Table 56 Sales of Deodorants by Premium vs Mass: % Value 2018-2023

Table 57 NBO Company Shares of Deodorants: % Value 2019-2023

Table 58 LBN Brand Shares of Deodorants: % Value 2020-2023

Table 59 LBN Brand Shares of Premium Deodorants: % Value 2020-2023

Table 60 Forecast Sales of Deodorants by Category: Value 2023-2028

Table 61 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 62 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

DEPILATORIES IN SLOVAKIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Electric epilators and IPL continue to stifle retail volume growth

Rising prices push consumers towards cheaper alternatives

E-commerce and discounters gain traction in distribution

PROSPECTS AND OPPORTUNITIES

Modest outlook for depilatories

Shift towards natural ingredients will gain pace

Competitive landscape to remain stable with some shift towards private label

CATEGORY DATA

Table 63 Sales of Depilatories by Category: Value 2018-2023

Table 64 Sales of Depilatories by Category: % Value Growth 2018-2023

Table 65 Sales of Women's Razors and Blades by Type: % Value Breakdown
2019-2023

Table 66 NBO Company Shares of Depilatories: % Value 2019-2023

Table 67 LBN Brand Shares of Depilatories: % Value 2020-2023

Table 68 Forecast Sales of Depilatories by Category: Value 2023-2028

Table 69 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

FRAGRANCES IN SLOVAKIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium fragrances drive category growth and outperform mass segment

Stellar performance of fragrance sets in both value and volume terms

Consumers seek fragrances that improve wellbeing

PROSPECTS AND OPPORTUNITIES

Premiumisation of fragrances will continue over the forecast period

Consumers will increasingly demand transparency regarding the source and quality of ingredients

Growing consumer interest in niche fragrances

CATEGORY DATA

Table 70 Sales of Fragrances by Category: Value 2018-2023

Table 71 Sales of Fragrances by Category: % Value Growth 2018-2023

Table 72 NBO Company Shares of Fragrances: % Value 2019-2023

Table 73 LBN Brand Shares of Fragrances: % Value 2020-2023

Table 74 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 75 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 76 Forecast Sales of Fragrances by Category: Value 2023-2028

Table 77 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

HAIR CARE IN SLOVAKIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hair care continues to see healthy growth in 2023, albeit at slower pace

Salon professional hair care outperforms the entire hair care category

L'Oréal Slovensko gains value share at the expense of Henkel Slovensko

PROSPECTS AND OPPORTUNITIES

Personalisation to play increasingly important role
Consumers are likely to remain highly price-sensitive
Unilever launches 15 new bond repair products for 2024

CATEGORY DATA

Table 78 Sales of Hair Care by Category: Value 2018-2023
Table 79 Sales of Hair Care by Category: % Value Growth 2018-2023
Table 80 Sales of Hair Care by Premium vs Mass: % Value 2018-2023
Table 81 NBO Company Shares of Hair Care: % Value 2019-2023
Table 82 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023
Table 83 LBN Brand Shares of Hair Care: % Value 2020-2023
Table 84 LBN Brand Shares of Colourants: % Value 2020-2023
Table 85 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023
Table 86 LBN Brand Shares of Styling Agents: % Value 2020-2023
Table 87 LBN Brand Shares of Premium Hair Care: % Value 2020-2023
Table 88 Forecast Sales of Hair Care by Category: Value 2023-2028
Table 89 Forecast Sales of Hair Care by Category: % Value Growth 2023-2028
Table 90 Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

MEN'S GROOMING IN SLOVAKIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Men's grooming continues in its positive trajectory
Preference for wearing a beard restricts volumes sales
Premium men's skin care fares better than other premium categories

PROSPECTS AND OPPORTUNITIES

Robust performance over the forecast period
E-commerce is set to perform well in the forthcoming years
The beard trend will continue to impact men's shaving

CATEGORY DATA

Table 91 Sales of Men's Grooming by Category: Value 2018-2023
Table 92 Sales of Men's Grooming by Category: % Value Growth 2018-2023
Table 93 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023
Table 94 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023
Table 95 NBO Company Shares of Men's Grooming: % Value 2019-2023
Table 96 LBN Brand Shares of Men's Grooming: % Value 2020-2023
Table 97 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023
Table 98 Forecast Sales of Men's Grooming by Category: Value 2023-2028
Table 99 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

ORAL CARE IN SLOVAKIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Tooth whiteners benefit from increased demand and wider offering
E-commerce remains an important channel regardless of slowdown
Toothpaste remains the largest category by volume

PROSPECTS AND OPPORTUNITIES

Electric toothbrushes are likely to see further growth as technology advances
Mildly positive outlook as consumers focuses on preventative dental care
Sustainability set to gain traction in the forecast period

CATEGORY DATA

Table 100 Sales of Oral Care by Category: Value 2018-2023
Table 101 Sales of Oral Care by Category: % Value Growth 2018-2023
Table 102 Sales of Toothbrushes by Category: Value 2018-2023
Table 103 Sales of Toothbrushes by Category: % Value Growth 2018-2023
Table 104 Sales of Toothpaste by Type: % Value Breakdown 2019-2023
Table 105 NBO Company Shares of Oral Care: % Value 2019-2023
Table 106 LBN Brand Shares of Oral Care: % Value 2020-2023
Table 107 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023
Table 108 LBN Brand Shares of Toothpaste: % Value 2020-2023
Table 109 Forecast Sales of Oral Care by Category: Value 2023-2028
Table 110 Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
Table 111 Forecast Sales of Toothbrushes by Category: Value 2023-2028
Table 112 Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

SKIN CARE IN SLOVAKIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Skin care records healthy retail value growth fuelled by face care
Skinimalism gains further consumer interest
Inflationary pressures stifle potential volume growth in skin care

PROSPECTS AND OPPORTUNITIES

Brands will likely focus on ingredients with specific claims
Green beauty will continue to be trendy among Slovak consumers
Targeted skin care will thrive over the forecast period

CATEGORY DATA

Table 113 Sales of Skin Care by Category: Value 2018-2023
Table 114 Sales of Skin Care by Category: % Value Growth 2018-2023
Table 115 NBO Company Shares of Skin Care: % Value 2019-2023
Table 116 LBN Brand Shares of Skin Care: % Value 2020-2023
Table 117 LBN Brand Shares of Basic Moisturisers: % Value 2020-2023
Table 118 LBN Brand Shares of Anti-agers: % Value 2020-2023
Table 119 LBN Brand Shares of Firming Body Care: % Value 2020-2023
Table 120 LBN Brand Shares of General Purpose Body Care: % Value 2020-2023
Table 121 LBN Brand Shares of Premium Skin Care: % Value 2020-2023
Table 122 Forecast Sales of Skin Care by Category: Value 2023-2028
Table 123 Forecast Sales of Skin Care by Category: % Value Growth 2023-2028
SUN CARE IN SLOVAKIA
KEY DATA FINDINGS

2023 DEVELOPMENTS

Sun care records robust growth
Private label faces supply issues in 2023
Preventative health and rising demand for higher SPF sun protection

PROSPECTS AND OPPORTUNITIES

Bright outlook for sun care as climate warms and travel industry thrives
Certified products will continue to gain further share
Lines to blur between skin care and sun care

CATEGORY DATA

Table 124 Sales of Sun Care by Category: Value 2018-2023
Table 125 Sales of Sun Care by Category: % Value Growth 2018-2023
Table 126 NBO Company Shares of Sun Care: % Value 2019-2023
Table 127 LBN Brand Shares of Sun Care: % Value 2020-2023
Table 128 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023
Table 129 Forecast Sales of Sun Care by Category: Value 2023-2028
Table 130 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

I would like to order

Product name: Beauty and Personal Care in Slovakia

Product link: <https://marketpublishers.com/r/B27E5165125EN.html>

Price: US\$ 2,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/B27E5165125EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970