

# Beauty and Personal Care in Sweden

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## Abstracts

Despite a high degree of maturity, the beauty and personal care market in Sweden displayed a slight upturn in retail volume in 2022, commensurate with an increase in the size of the population, which in turn, was spurred by immigration. Moreover, while the impact of COVID-19 on beauty and personal care products in Sweden was relatively modest compared to many other Western European countries, thanks to the government's less strict approach to the pandemic, a revival in international travel, comb...

Euromonitor International's Beauty and Personal Care in Sweden 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 colour cosmetics and fragrances lose share to their premium counterparts, despite high number of new product launches

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Mass products will be outplaced by premium offerings, as trend towards trading up continues

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