

Mass Beauty and Personal Care in Belarus

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Abstracts

COVID-19 had a negative impact on sales of mass beauty and personal care and the category saw decelerated sales growth in 2020. Despite no government recommended lockdown or social distancing measures, many consumers chose home seclusion and avoided trips outside their home as much as possible in order to protect themselves and their families from the virus. A large proportion of employees also chose to work from home and avoided having to travel to and from work. Additionally, even though many...

Euromonitor International's Mass Beauty and Personal Care in Belarus report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2016-2020, allowing you to identify the sectors driving growth. Forecasts to 2025 illustrate how the market is set to change.

Product coverage: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin 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 Mass 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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