

Mass Beauty and Personal Care in Denmark

<https://marketpublishers.com/r/MBE714E1176EN.html>

Date: April 2023

Pages: 18

Price: US\$ 990.00 (Single User License)

ID: MBE714E1176EN

Abstracts

Mass beauty and personal care in Denmark continued to see positive value growth in 2022 as the post COVID-19 recovery continued albeit at a much lower pace of growth. Current value sales was partly driven by higher inflation rates, which worked in favour of mass beauty and personal care to some extent, as consumers traded down to cheaper products. However, some consumers also tried to limit spending altogether curbing consumption of mass beauty and personal care products. In real terms, value sa...

Euromonitor International's Mass Beauty and Personal Care in Denmark 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: 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.

Contents

PREMIUM BEAUTY AND PERSONAL CARE IN DENMARK

KEY DATA FINDINGS

2022 DEVELOPMENTS

Premium beauty and personal care witnesses significant slowdown

Premium fragrances retain strong position against mass fragrances

Premium skin care suffers as inflation rises

PROSPECTS AND OPPORTUNITIES

Premium beauty and personal care faces difficulty as high inflation prevails

Renewed focus on e-commerce channel

Natural trend and sustainability will shape innovations in premium beauty and personal care

CATEGORY DATA

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

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

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

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

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

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

BEAUTY AND PERSONAL CARE IN DENMARK

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

Table 13 Forecast Sales of Beauty and Personal Care by Category: % Value Growth

2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Mass Beauty and Personal Care in Denmark

Product link: <https://marketpublishers.com/r/MBE714E1176EN.html>

Price: US\$ 990.00 (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/MBE714E1176EN.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