

Mass Beauty and Personal Care in Russia

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Abstracts

Due to the outbreak of COVID-19 in 2020, a lockdown was installed in Russia in March, which led consumers to spend an increasing amount of time within the household. In addition, many consumers began to work from home, social occasions were cancelled, and places of public interest were closed. During this time, many consumers adapted their regular beauty and personal care routines through changes in lifestyles as well as increased price-sensitivity. This led to a decrease in growth for areas suc...

Euromonitor International's Mass Beauty and Personal Care in Russia 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.

Contents

MASS BEAUTY AND PERSONAL CARE IN RUSSIA

KEY DATA FINDINGS

2020 IMPACT

Mass bath and shower record growth, however, home seclusion damages sales

Deals and discounts are prevalent in mass beauty and personal care, dampening value sales

E-commerce sales grow due to changes in the retailing landscape

RECOVERY AND OPPORTUNITIES

Value growth recovers, however, the economic recession continues to challenge sales

E-commerce grows as players invest more in their online presence

The growing trend for natural ingredients shapes product launches

CATEGORY DATA

Table 1 Sales of Mass Beauty and Personal Care by Category: Value 2015-2020

Table 2 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2015-2020

Table 3 NBO Company Shares of Mass Beauty and Personal Care: % Value 2016-2020

Table 4 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2017-2020

Table 5 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2020-2025

Table 6 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2020-2025

BEAUTY AND PERSONAL CARE IN RUSSIA

EXECUTIVE SUMMARY

COVID-19 impact on beauty and personal care

COVID-19 country impact

Company response

Retailing shift

What next for beauty and personal care?

CHART 1 Beauty and Personal Care Value Sales Growth Scenarios: 2018-2025

CHART 2 Beauty and Personal Care Impact of Soft Drivers on Value Sales: 2017-2025

MARKET DATA

Table 7 Sales of Beauty and Personal Care by Category: Value 2015-2020

Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2015-2020

Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2016-2020

Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2016-2020

Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2017-2020

Table 12 Penetration of Private Label in Beauty and Personal Care by Category: %

Value 2015-2020

Table 13 Distribution of Beauty and Personal Care by Format: % Value 2015-2020

Table 14 Distribution of Beauty and Personal Care by Format and Category: % Value 2020

Table 15 Forecast Sales of Beauty and Personal Care by Category: Value 2020-2025

Table 16 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2020-2025

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GLOBAL INDUSTRY ENVIRONMENT

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SOURCES

Summary 1 Research Sources

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