

Mass Beauty and Personal Care in Sweden

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Abstracts

Mass beauty and personal care saw accelerated growth in constant value terms in 2022, with retail sales exceeding pre-pandemic levels. Growth was driven by a proliferation of successful new product launches, the rising popularity of dermocosmetics and the harnessing of the power of social media marketing to connect with consumers. Additionally, while Swedes are fairly price insensitive, considering beauty and personal care products to be among the more essential consumer discretionary items, val...

Euromonitor International's Mass 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: 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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