

# Mass Beauty and Personal Care in the United Kingdom

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## Abstracts

Mass skin care, the largest category within beauty and personal care, recorded moderate current value growth in 2022. In volume terms, except for moisturisers and anti-agers, all categories saw declines owing to inflation-led price hikes. The rising cost of living forced consumers to cut their spending on non-essential items, and this trend is set to continue for the next couple of years, until the impact of inflation subsides. Volume growth in mass skin care also declined due to the blurring of...

Euromonitor International's Mass Beauty and Personal Care in United Kingdom 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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