

Premium Beauty and Personal Care in Belarus

<https://marketpublishers.com/r/P92FB5FF5BFEN.html>

Date: May 2021

Pages: 22

Price: US\$ 990.00 (Single User License)

ID: P92FB5FF5BFEN

Abstracts

COVID-19 presented significant challenges to premium beauty and personal care players in 2020. The most severely impacted categories were premium deodorants, premium fragrances, and premium adult sun care, which experienced significant contractions in sales growth. Self-imposed home seclusion and more people working from home negated the use of premium colour cosmetics as well as premium deodorants, while these factors and the decimation of travel abroad dented demand for premium fragrances. Pre...

Euromonitor International's Premium 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: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium 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 Premium 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

KEY DATA FINDINGS

2020 IMPACT

Pandemic impacts premium products negatively thanks to home seclusion and lack of travel in 2020

Premium beauty and personal care protected from economic turmoil but exposed to political protests during 2020

Multinational brands retain leading positions in 2020

RECOVERY AND OPPORTUNITIES

Growth to bounce back in the forecast period but political instability likely to affect sales negatively

Omni-channel players likely to extend product ranges during the forecast period

Zolotoye Yabloko expected to open store in Minsk during the forecast period thus increasing competition

CATEGORY DATA

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

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

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

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

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

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

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?

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

GLOBAL MACROECONOMIC ENVIRONMENT

GLOBAL INDUSTRY ENVIRONMENT

DISCLAIMER

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Premium Beauty and Personal Care in Belarus

Product link: <https://marketpublishers.com/r/P92FB5FF5BFEN.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/P92FB5FF5BFEN.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