

# Premium Beauty and Personal Care in Estonia

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## Abstracts

In 2022, sales of premium beauty and personal care were not as strong as in 2021 in volume terms. In 2021, with society opening up in the wake of the pandemic, premium beauty and personal care registered a strong recovery, which could not be expected to continue in 2022 when consumer spending was affected by the war in Ukraine and global inflation. The impact was felt in the major premium products category, fragrances, which did not experience the best performance; however, sales were supported...

Euromonitor International's Premium Beauty and Personal Care in Estonia 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:** 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.

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