

# Super Premium Beauty and Personal Care in France

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## Abstracts

After the double-digits decline of the category in 2020, players expected a strong recovery for sales of super premium beauty and personal care in 2021. Although the category will post small growth in 2021, the major recovery will not really appear. In fact, the value growth expected in 2021 will be less than the increase of French GDP in 2020. The “lipstick effect” (a phenomenon in which consumers seek luxury goods, such as lipstick, as an indulgent treat in times of crisis) did not make an app...

Euromonitor International's Super Premium Beauty and Personal Care in France report offers a comprehensive guide to the size and shape of the Super Premium Beauty and Personal Care market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Super Premium Beauty and Personal Care retailing along with the development of consumers' shopping patterns. Forecasts to 2025 illustrate how the market is set to change

**Product coverage:** Other Super Premium Beauty and Personal Care, Super Premium Colour Cosmetics, Super Premium Fragrances, Super 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 Super 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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Lower need to use super premium cosmetics and lack of tourists, mainly from foreign countries

Hygiene-focus leads to Aesop bucking the declining value sales trend; chemists/pharmacies benefits from no closures

#### PROSPECTS AND OPPORTUNITIES

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