

# Super Premium Beauty and Personal Care in Germany

<https://marketpublishers.com/r/S0CE0C784BEEN.html>

Date: April 2022

Pages: 20

Price: US\$ 990.00 (Single User License)

ID: S0CE0C784BEEN

## Abstracts

Super premium beauty and personal care suffered a notable current value decline in 2020 due to COVID-19, although the fall in sales was not as strong as in other personal luxury goods categories, and a return to growth was seen in 2021. Sales did not return to the level seen in 2019, but the category is on a very good path to achieve this in the near future. The growth of super premium beauty and personal care in 2021 looks relatively weak in comparison with other personal luxury categories. Thi...

Euromonitor International's Super Premium Beauty and Personal Care in Germany 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 2026 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.

## Contents

### SUPER PREMIUM BEAUTY AND PERSONAL CARE IN GERMANY

#### KEY DATA FINDINGS

#### 2021 DEVELOPMENTS

Super premium beauty and personal care rebounds, but not as dynamically as other personal luxury categories

Super premium fragrances fails to rebound

L'Oréal continues to catch up with the leader Coty

#### PROSPECTS AND OPPORTUNITIES

Super premium colour cosmetics set to drive growth...

... while super premium fragrances will need more time

Multichannel approach will continue to gain interest

#### CATEGORY DATA

Table 1 Sales of Super Premium Beauty and Personal Care by Category: Value 2016-2021

Table 2 Sales of Super Premium Beauty and Personal Care by Category: % Value Growth 2016-2021

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

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

Table 5 Distribution of Super Premium Beauty and Personal Care by Format: % Value 2016-2021

Table 6 Forecast Sales of Super Premium Beauty and Personal Care by Category: Value 2021-2026

Table 7 Forecast Sales of Super Premium Beauty and Personal Care by Category: % Value Growth 2021-2026

### LUXURY GOODS IN GERMANY

#### EXECUTIVE SUMMARY

Strong recovery despite prolonged disruption caused by the pandemic

The pandemic necessitates the e-commerce route

Personal luxury brands keep losing ground to premium and luxury cars

Lockdowns in 2021 further improve the performance of e-commerce

Luxury goods expected to grow solidly across categories

#### MARKET DATA

Table 8 Sales of Luxury Goods by Category: Value 2016-2021

Table 9 Sales of Luxury Goods by Category: % Value Growth 2016-2021

Table 10 Inbound Receipts for Luxury Goods by Country of Origin: Value 2016-2021

Table 11 NBO Company Shares of Luxury Goods: % Value 2016-2020

Table 12 LBN Brand Shares of Luxury Goods: % Value 2017-2020

Table 13 Distribution of Luxury Goods by Format and Category: % Value 2021

Table 14 Forecast Sales of Luxury Goods by Category: Value 2021-2026

Table 15 Forecast Sales of Luxury Goods by Category: % Value Growth 2021-2026

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Super Premium Beauty and Personal Care in Germany

Product link: <https://marketpublishers.com/r/S0CE0C784BEEN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S0CE0C784BEEN.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