

Europe Beauty And Personal Care Products - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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Abstracts

The Europe Beauty And Personal Care Products Market size is estimated at USD 119.06 billion in 2024, and is expected to reach USD 148.97 billion by 2029, growing at a CAGR of 4.58% during the forecast period (2024-2029).

Increased consumer awareness about personal grooming, rising consciousness about skin and hair health, and improved standard of living among regional customers are driving the market's growth. As the standard of living improves, people across the region are willing to spend more on products that enhance their appearance and well-being. Additionally, companies are launching products with effective functionality and ingredient claims. They are reaching out to consumers through various distribution channels, such as online and social media, to boost their sales. For instance, in January 2024, the Marina Nila brand, operating across Europe, launched its new Purifying Cleanse shampoo, which is claimed to be sulfate-free. These products are retailed across various online and offline stores operating in the market.

Growing concerns regarding the side effects of chemicals in personal care products, which lead to ailments such as skin irritation, allergies, and skin dullness among a few users, have been fueling the demand for natural and organic skincare products. Natural skincare and cosmetic products are claimed to be chemical-free, and consumers prefer transparency about the content, which may drive demand for natural skincare products during the forecast period. In response, prominent cosmetics companies are developing products, including deodorants with zero artificial bactericides, to capture the increasing demand for natural and organic products. For instance, in February 2022, the UK online fashion retailer Boohoo Group PLC launched a vegan beauty range of more than 50 products, including lip gloss, lipstick, highlighter sticks, blush, setting sprays, and

cosmetic palettes. Such factors are expected to support and boost the market's growth in the region.

Europe Beauty And Personal Care Products Market Trends

High Demand for Skin Care Products

The rising skin and facial concerns like skin dryness, acne, skin sensitivity, dullness, pigmentation, dark circles, large pores, and blackheads are driving customers toward functional skincare products, including facial care, body care, lip care, and nailcare products. In line with these growing skin concerns and the demand for respective skincare products, the regional governments are also dispensing large quantities of products to address the demand. For instance, according to the NHS Business Services Authority, United Kingdom, in 2022, around 45 thousand items of cetomacrogol cream (Formula A) were dispensed in England to treat dry skin conditions such as eczema.

The region has witnessed an increasing demand for natural and organic products due to consumer awareness about the harmful effects of certain compounds, such as parabens and aluminum, in skincare products. Such factors have compelled manufacturers to improve their product offerings to meet changing consumer requirements. Along the same line, popular celebrities in the region are taking advantage of such demand and launching brands and products with organic and natural claims. For instance, in October 2023, Georgia May Jagger, a British-American fashion model and designer, launched an organic skincare brand, May Botanicals. The brand claims that it only uses the highest quality certified organic ingredients, its products are dermatologically tested, Soil Association COSMOS Organic Certified, palm oil free, and are never tested on animals to promote sustainability. The market has also been witnessing significant demand due to the rising interest in natural formulations in facial care regimes, such as cleansers, serums, scrubs, and toners. Rising concerns regarding skin problems, like skin blackening and burns, are also expected to drive the market's growth during the study period. Such effective initiatives from the players in the market and the growing skincare need from consumers are expected to boost the market's growth during the forecast period.

Germany Holds the Largest Share of the Market

Germany is Europe's largest market for beauty products, followed by France and Italy.

Hair, skin, and facecare products have the highest turnover. According to Cosmetics Italia, within the European cosmetics market, Germany consumed the largest amount of cosmetics in 2021, valued at approximately EUR 14 billion. The rising popularity of social media platforms has significantly impacted beauty standards and consumer behavior. Influencers and beauty bloggers often promote various beauty products. They are also launching their brands, leading to increased awareness and demand among consumers. This trend is particularly prevalent among younger demographics, which are more active on social media, while influencers are focused on marketing their products through different social media platforms. Hence, such factors are driving the demand for beauty and personal care products in the market, especially among the youth. For instance, in June 2022, model and entrepreneur Hailey Bieber announced the launch of her new beauty brand, Rhode, via Instagram. The brand's products are available for sale in Germany, France, Spain, and other European countries.

Increased demand for and sales of respective products have also increased the requirement and production in the German market, supporting its growth. According to Statistisches Bundesamt, the industry's revenue for the production of body care products and fragrances in Germany in 2023 was about EUR 6.43 billion, an increase from EUR 6.14 billion in 2022. Apart from this, the market players are also focusing on developing innovative lines to cater to the growing demand and achieve significant market shares. In addition, companies are reaching out to consumers through various distribution channels, such as online stores, supermarkets/hypermarkets, and convenience stores. Manufacturers are optimally leveraging online platforms by selling their products through their websites and listing them on popular e-retailing websites to improve their brand visibility and reachability. Such factors are expected to drive and boost sales in the German market during the forecast period.

Europe Beauty And Personal Care Products Industry Overview

The European beauty and personal care market is highly competitive, with many regional and global players competing for market share. The major players in the market include L'Oréal, Unilever, Procter & Gamble, Beiersdorf AG, and Coty Inc. Product launches constitute a significant strategy followed by the regional companies. Product innovation has also been a prominent strategy among manufacturers to expand their consumer base. Additionally, the global giants are expanding their distribution capabilities by launching products on various online portals to increase their market reach.

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Contents

1 INTRODUCTION

- 1.1 Study Assumptions and Market Definition
- 1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

- 4.1 Market Drivers
 - 4.1.1 Aggressive Marketing and Advertising by Brands
 - 4.1.2 Rising Inclination Toward Natural and Organic Formulations
- 4.2 Market Restraints
 - 4.2.1 Presence of Counterfeit Products
- 4.3 Porter's Five Forces Analysis
 - 4.3.1 Threat of New Entrants
 - 4.3.2 Bargaining Power of Buyers/Consumers
 - 4.3.3 Bargaining Power of Suppliers
 - 4.3.4 Threat of Substitute Products
 - 4.3.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

- 5.1 Product Type
 - 5.1.1 Personal Care Products
 - 5.1.1.1 Hair Care Products
 - 5.1.1.1.1 Shampoo
 - 5.1.1.1.2 Conditioners
 - 5.1.1.1.3 Hair Colorants
 - 5.1.1.1.4 Hair Styling Products
 - 5.1.1.1.5 Other Haircare Products
 - 5.1.1.2 Skincare Products
 - 5.1.1.2.1 Facial Care Products
 - 5.1.1.2.2 Body Care Products
 - 5.1.1.2.3 Lip and Nailcare Products

- 5.1.1.3 Bath and Shower
 - 5.1.1.3.1 Shower Gels
 - 5.1.1.3.2 Soaps
 - 5.1.1.3.3 Bath Salts
 - 5.1.1.3.4 Other Bath and Shower Products
- 5.1.1.4 Oral Care
 - 5.1.1.4.1 Toothbrushes and Replacements
 - 5.1.1.4.2 Toothpaste
 - 5.1.1.4.3 Mouthwashes and Rinses
 - 5.1.1.4.4 Other Oral Care Products
- 5.1.1.5 Perfumes and Fragrances
- 5.1.1.6 Deodorants and Antiperspirants
- 5.1.2 Cosmetic/Makeup Products
 - 5.1.2.1 Facial Makeup Products
 - 5.1.2.2 Eye Makeup Products
 - 5.1.2.3 Lip and Nail Makeup Products
- 5.2 Distribution Channel
 - 5.2.1 Specialty Stores
 - 5.2.2 Supermarkets/Hypermarkets
 - 5.2.3 Convenience Stores/Grocery Stores
 - 5.2.4 Pharmacies/Drug Stores
 - 5.2.5 Online Retail Channels
 - 5.2.6 Other Distribution Channels
- 5.3 Category
 - 5.3.1 Mass
 - 5.3.2 Premium/Luxury
- 5.4 Geography
 - 5.4.1 Spain
 - 5.4.2 United Kingdom
 - 5.4.3 Germany
 - 5.4.4 France
 - 5.4.5 Italy
 - 5.4.6 Russia
 - 5.4.7 Rest of Europe

6 COMPETITIVE LANDSCAPE

- 6.1 Most Adopted Strategies
- 6.2 Market Share Analysis

6.3 Company Profiles

6.3.1 L'Oreal SA

6.3.2 Unilever PLC

6.3.3 Procter & Gamble Company

6.3.4 Estee Lauder Companies Inc.

6.3.5 Beiersdorf AG

6.3.6 Shiseido Company Ltd

6.3.7 Natura & Co.

6.3.8 Colgate-Palmolive Company

6.3.9 Coty Inc.

6.3.10 Henkel Ag & Co. KgaA

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

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