

PASSPORT USER GUIDE

Passport is our award-winning market research knowledge hub for forward thinkers.

Unlock growth with our global research into markets, industries, economies and consumers.

This guide provides a detailed overview of how to use Passport, allowing you to find the information you need more efficiently.





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- Channels
- Companies
- Products
- Consumers
- Economies

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Next tip

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Select



Go

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Fragrances are gaining relevance among consumers experiencing anxiety and looking for emotional wellness. Fragrances, however...

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09 Sep 2024

Consumers

Mindful

Need States

Wellness and Wellbeing

Briefing

Beauty and Personal Care

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Consumers

Mindful

Need States

Wellness and Wellbeing

Recent searches

Saved searches

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Select



Go

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Perform a keyword search for quick access to analysis, data and dashboards across your subscription.

Go back

Next tip

Briefing

Beauty and Personal Care

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[Read more](#)

09 Sep 2024

Consumers

Mindful

Need States

Consumers

Mindful

Need States

Wellness and Wellbeing

Wellness and Wellbeing

Recent searches

Saved searches

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Explore categories

Discover detailed statistical data with our easy-to-use category tree to help you identify growth opportunities.

Select



Go

Search all categories



Use the drop-down to explore different sectors and related industries.

Go back

Next tip

Beauty and Personal Care



Beauty and Personal Care

Leading Fragrance Claims: Charting the Trendsetters in Skinification

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[Read more](#)

09 Sep 2024

Briefing

Consumers

Mindful

Need States

Wellness and Wellbeing

Wellness and Wellbeing

Recent searches

Saved searches

19 SEP 2024

You searched for: beauty and personal care



Analysis

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Help centre



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Industries | Channels | Companies | Products | Consumers | Economic

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Search for data, analysis, insights and more.

Latest reports

Read the latest country reports and global trends analysis.

Go back

Next tip

Explore categories

Discover detailed statistical data with our easy-to-use category tree to help you identify growth opportunities.

Select

Go

Briefing

Beauty and Personal Care

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09 Sep 2024

Consumers

Mindful

Need States

Wellness and Wellbeing

Briefing

Beauty and Personal Care

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09 Sep 2024

Consumers

Mindful

Need States

Wellness and Wellbeing

Recent searches

Saved searches

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You searched for: beauty and personal care



Explore categories

Explore our proprietary category taxonomy and select your search criteria.

[Help centre](#)



Euromonitor International



Passport

Industries

Channels

Companies

Products

Consumers

Economies

Search

1 Select categories (0)

2 Select geographies (0)

Search

No categories selected

Category selection

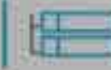
Select the industry, categories and/or subcategories you would like to include in your search.

Next tip

Find a specific category



Select category and all subcategories to view entire hierarchy



Select only lowest level categories



Industries

Appliances

Consumer Appliances

Consumer Electronics

Toys and Games

Drinks

Alcoholic Drinks

Hot Drinks

Soft Drinks

Food and Nutrition



Explore categories

Explore our proprietary category taxonomy and select your search criteria.

[Help centre](#)



Passport

Industries

Channels

Companies

Products

Consumers

Economies

Search

1 Select categories (0)

2 Select geographies (0)

Search

No categories have been selected.

Find a specific category

Industries

Appliances and Electronics

Consumer Appliances

Consumer Electronics

Toys and Games

Drinks

Alcoholic Drinks

Hot Drinks

Soft Drinks

Food and Nutrition



Geography selection

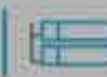
Select the regions and countries you would like to include in your search.

Go back

Next tip



Select category and all subcategories to view entire hierarchy



Select only lowest level categories



Explore categories

Explore our proprietary category taxonomy and select your search criteria.

[Help centre](#)



Passport

Industries

Channels

Companies

Products

Consumers

Economies

Search

1 Select categories (0)

2 Select geographies (0)

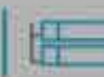
Search

No categories have been selected.

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Select category and all subcategories to view entire hierarchy



Select only lowest level categories



Industries

Appliances and Electronics

Consumer Appliances

Consumer Electronics

Toys and Games

Drinks

Alcoholic Drinks

Hot Drinks

Soft Drinks

Food and Nutrition

Category definitions

Spot check the definition of an individual category.

[Go back](#) [Next tip](#)



Explore categories

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Help centre



Industries

Channels

Companies

Products

Consumers

Economies

Search

1 Select categories (0)

2 Select geographies (0)

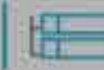
Search

No categories have been selected.

Find a specific category



Select category and all subcategories to view entire hierarchy



Select only lowest level categories



Expand category



Expand the tree to select subcategories under their parent category or industry.

Go back

Next tip

Alcoholic Drinks

Hot Drinks

Soft Drinks

Food and Nutrition



Explore categories

Explore our proprietary category taxonomy and select your search criteria.

[Help centre](#)



Passport

Industries

Channels

Companies

Products

Consumers

Economies

Search

1 Select categories (0)

2 Select geographies (0)

No categories have been selected.

Find a specific category



Industries

Appliances and Electronics

Consumer Appliances

Consumer Electronics

Toys and Games

Drinks

Alcoholic Drinks

Hot Drinks

Soft Drinks

Food and Nutrition

Keyword search

Type a keyword to search for a category in the tree.

Go back

Done

Select only lowest level categories



Results

Choose the statistics, analysis and dashboards you wish to view from those matching your search criteria.

Help centre



Passport

Industries

Channels

Companies

Products

Consumers

Economies

Search

You searched for: beauty and personal care

Save Search

Statistics

Analysis

Dashboards

Statistics

Choose the statistics matching your criteria that you wish to view.

Next tip

Geographies

Categories and

Companies

Brands

Pack types

Closure types

by standard data types, per capita and growth.

Eastern Europe

Europe

Deodorants Western Europe

Bath and Shower Western Europe

Baby and Child-specific Products Western Europe

Beauty and Personal Care Western Europe

View full data set

Configure and export your data

Company Shares

Share of sales and actual sales by company in a time series by standard data types.



Choose the statistics, analysis and dashboards you wish to view from those matching your search criteria.



You searched for: beauty and personal care

Save Search

Statistics

Analysis

Dashboards

Refine your search

Geographies

Categories and topics

Companies

Brands

Pack types

Closure types

Market Sizes

Aggregated sales in a time series by standard data types, per capita and growth.

Men's Grooming Western Europe

Bath and Shower Eastern Europe

Colour

Baby a

Beauty

Hair Ca

Deodor

Bath a

Baby a

Beauty

View full data set

View all data sets, including market sizes, market shares and sales by retail channel.

Go back

Next tip

View full data set

Configure and export your data

Company Shares

Share of sales and actual sales by company in a time series by standard data types.



Choose the statistics, analysis and dashboards you wish to view from those matching your search criteria.



You searched for: beauty and personal care

Save Search

Statistics

Analysis

Dashboards

Refine your search

Geographies

Categories and topics

Companies

Brands

Pack types

Closure types

Market Sizes

Aggregated sales in a time series by standard data types, per capita and growth.

- Men's Grooming Western Europe
- Bath and Shower Eastern Europe
- Colour Cosmetics Western Europe
- Baby and Child-specific Products Eastern Europe
- Beauty and Personal Care Eastern Europe
- Hair Care Western Europe
- Deodorants Western Europe
- Bath and Shower Western Europe
- Baby and Child-specific Products Western Europe
- Beauty and Personal Care Western Europe

View full data set

Configure and export your data

Configure and export your data

Export custom data sets by selecting the data types, data conversions and formats you require.

Go back

Next tip

Company Shares

Share of sales and actual sales by company in a time series by standard data types.



Results

Choose the statistics, analysis and dashboards you wish to view from those matching your search criteria.

Help centre



Industries | Channels | Companies | Products | Consumers | Economies

Search

You searched for: beauty and personal care

Save Search

Statistics

Analysis

Dashboards

Refine your search

- Geographies
- Categories and topics
- Companies
- Brands
- Pack types
- Closure types

Market Sizes

Refine your search

Further refine the geographies, categories, companies and brands you wish to view.

Go back

Next tip

Bath and Shower Western Europe
Baby and Child-specific Products Western Europe
Beauty and Personal Care Western Europe

View full data set

Configure and export your data

Company Shares

Share of sales and actual sales by company in a time series by standard data types.



Results

Choose the statistics, analysis and dashboards you wish to view from those matching your search criteria.

Help centre



Euromonitor International



Passport

Industries

Channels

Companies

Products

Consumers

Economies

Search

You searched for: beauty and personal care

Save Search

Statistics

Analysis

Dashboards

Refine your search

Geographies

Categories and topics

Companies

Brands

Pack types

Closure types

Market Sizes

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Men's Grooming Western Europe

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Colour Cosmetics Western Europe

Baby and Child-specific Products Eastern Europe

Beauty and Personal Care Eastern Europe

Hair Care Western Europe

Deodorants Western Europe

Bath and Shower Western Europe

Baby and Child-specific Products Western Europe

Beauty and Personal Care Western Europe

View full data set

Configure and export your data

Company Shares

Share of sales and actual sales by company in a time series by standard data types.



Save search

Save your search criteria for future use. Access saved searches from your profile page.

Go back

Done

Results

Choose the statistics, analysis and dashboards you wish to view from those matching your search criteria.

Help centre



Euromonitor International



Passport

Industries

Channels

Companies

Products

Consumers

Economies

Search

You searched for: beauty and personal care

Save Search

Statistics

Analysis

Dashboards

Refine your search

Geographies



Categories and topics



Analysis



Sort



Dates



consumers

sustainability

digital

wellness and wellbeing

covid-19

e-commerce

Country Report

Country Report

Briefing

Analysis

Choose the written analysis matching your criteria that you wish to view.

Next tip

Analyst: [Guilherme Machado](#)

Country Report | 23 Jul 2024

In 2023, Brazil returned to the ranks of the world's 10 largest economies, rising from 11th to ninth place. This renewed dynamism in the global economic landscape was also reflected in the beauty and personal care industry. After a prolonged period in fourth place, Brazil overtook Japan to reclaim third position in the global beauty and personal care rankings in 2023. The double-digit current value growth for beauty and personal care in Brazil in 2023 reflects a more favourable macroeconomic env [Read more](#)

Product Innovation in Beauty and Personal Care

Analyst: [Kayla Villena](#)

Briefing | 17 Sep 2024

This report utilises Euromonitor International's new Passport Innovation portal to explore new brand and sub-brand launches in global beauty and personal care. Three key innovation platforms are identified for global beauty and personal care in 2023/2024, with product examples from large global e-commerce retailers



Results

Choose the statistics, analysis and dashboards you wish to view from those matching your search criteria.

Help centre



Euromonitor International



Passport

Industries

Channels

Companies

Products

Consumers

Economies

Search

You searched for: beauty and personal care

Save Search

Statistics

Analysis

Refine your search

Geographies

Categories and topics

Analysis

Sort

Dates

consumers

sustainability

digital

wellness and wellbeing

covid-19

e-commerce

Country Report

Country Report

Briefing

Beauty and Personal Care in Brazil

Analyst: [Sofia...](#)

Country Report | 23 Jul 2024

Beauty and personal care in Brazil

across the country.

positive performance. The premiumisation of mass brands has also continued, and consumer trust in local and mass brands is growing. In addition, international beauty and personal care giants c

Read more

View the complete report.

Go back

Next tip

Beauty and Personal Care in Brazil

Analyst: [Guilherme Machado](#)

Country Report | 23 Jul 2024

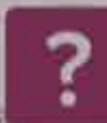
In 2023, Brazil returned to the ranks of the world's 10 largest economies, rising from 11th to ninth place. This renewed dynamism in the global economic landscape was also reflected in the beauty and personal care industry. After a prolonged period in fourth place, Brazil overtook Japan to reclaim third position in the global beauty and personal care rankings in 2023. The double-digit current value growth for beauty and personal care in Brazil in 2023 reflects a more favourable macroeconomic env [Read more](#)

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Results

Choose the statistics, analysis and dashboards you wish to view from those matching your search criteria.

Help centre



Euromonitor International

Companies | Products | Consumers | Economies

Search

Save Search

Refine your search



Further refine the analysis you wish to view - choose country reports, datagraphics, briefings and articles.

Go back

Next tip

Refine your search

Geographies



Categories and topics



Analysis



Sort



Dates



Q consumers

Q sustainability

Q digital

Q wellness and wellbeing

Q covid-19

Q e-commerce

Country Report

Beauty and Personal Care in Germany

Analyst: [Stephen Dutton](#)

Country Report | 22 Jul 2024

Beauty and personal care maintained solid current value growth in Germany in 2023, in part attributed to high prices, whereas volume sales remained variable across the categories. Premium beauty and personal care outpaced the growth rate of mass beauty and personal care during the year, although both saw a positive performance. The premiumisation of mass brands has also continued, and consumer trust in local and mass brands is growing. In addition, international beauty and personal care giants c [Read more](#)

Country Report

Beauty and Personal Care in Brazil

Analyst: [Guilherme Machado](#)

Country Report | 23 Jul 2024

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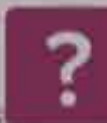
Briefing

Product Innovation in Beauty and Personal Care

Analyst: [Kayla Villena](#)

Briefing | 17 Sep 2024

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Results

Choose the statistics, analysis and dashboards you wish to view from those matching your search criteria.

Help centre



Passport

Industries

Channels

Companies

Products

Consumers

Economies

Search

Refine your search

Beauty and Personal Care in Germany

Analyst: [Stephen Dutton](#)

22 Jul 2024

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Beauty and Personal Care in Brazil

Analyst: [Guilherme Machado](#)

Country Report | 23 Jul 2024

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Product Innovation in Beauty and Personal Care

Analyst: [Kayla Villena](#)

Briefing | 17 Sep 2024

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[consumers](#)

[formats](#)

[innovation](#)

[premiumisation](#)

Premium Beauty and Personal Care in Brazil

Analyst: [Guilherme Machado](#)

Country Report | 23 Jul 2024

In 2022, premium beauty and personal care in Brazil increased by a rapid 23% in current value terms, diverging significantly from the growth observed in the mass segment of 13%. In 2023, this gap narrowed. Growth in premium beauty and personal care in Brazil, at 17% in 2023, continued to outpace the global average, but

Hot topics

Search for analysis by popular topic.

[Go back](#)

[Done](#)

[consumers](#)

[sustainability](#)

[digital](#)

[wellness and wellbeing](#)

[covid-19](#)

[e-commerce](#)

[megatrends](#)

[corporate strategy](#)

[innovation](#)

[inflation](#)

[Browse All Themes](#)

Report

Briefing

Country Report



Results

Choose the statistics, analysis and dashboards you wish to view from those matching your search criteria.

You searched for: beauty and personal care

[Save Search](#)


Statistics


Analysis

Dashboards

Refine your search

Geographies 

Categories and topics 

Dashboard Types 

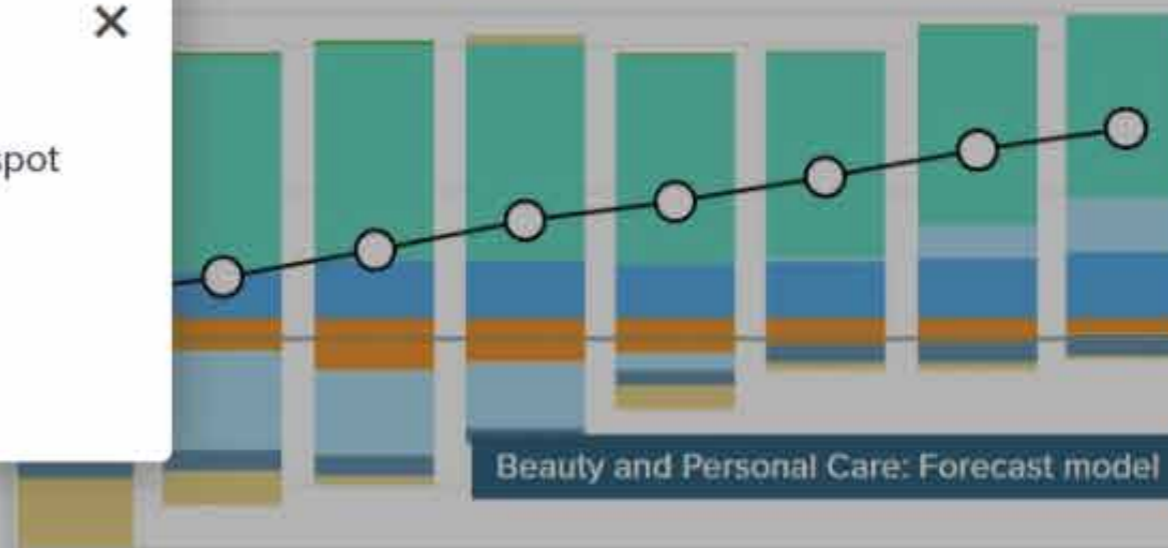
Dashboards

Choose a visual dashboard to help you spot trends.

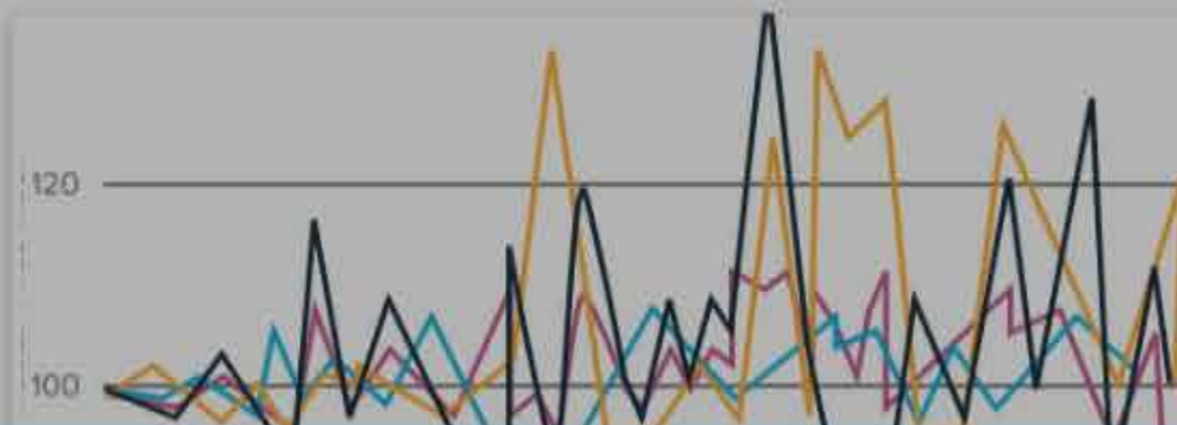
[Done](#)



Beauty and Personal Care: Industry overview



Beauty and Personal Care: Forecast model



Statistics

Use powerful data analysis tools to create custom data sets.

Help centre



Passport

Industries

Channels

Companies

Products

Consumers

Economies

Search

SEARCH RESULTS /

Market Sizes

How do keyword search results differ from tree search results?

Historical

Definitions | Calculation Variables

CONVERT DATA +

CHANGE DATA TYPES

1 GROUP SUM

2018

2023

APPLY

MODIFY SEARCH +

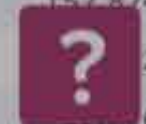


Stats Type			Data Type	Unit	Current Constant	2018	2019	2020	2021	2022	2023
			Retail Value RSP	USD million	Current Prices	504,801.2	511,104.5	491,510.0	533,704.1	537,563.6	569,134.9
			Retail Value RSP	USD million	Current Prices	18,228.7	18,567.6	18,817.4	20,444.7	20,448.4	21,539.3
			Retail Value RSP	USD million	Current Prices	41,745.9	41,966.7	49,139.5	48,852.4	48,259.8	49,527.5
			Retail Value RSP	USD million	Current Prices	72,885.8	73,776.3	60,207.7	66,170.7	67,905.1	73,812.5
			Retail Value RSP	USD million	Current Prices	22,723.1	22,607.6	20,673.7	21,815.2	23,093.1	25,312.6
			Retail Value RSP	USD million	Current Prices	4,749.4	4,677.1	4,605.0	4,795.5	4,861.9	5,019.7
			Retail Value RSP	USD million	Current Prices	52,440.8	51,975.2	45,053.1	52,777.5	57,627.5	64,381.7
			Retail Value RSP	USD million	Current Prices	79,237.4	79,581.8	78,595.5	84,087.5	85,382.7	89,102.1
			Retail Value RSP	USD million	Current Prices	52,939.7	52,438.5	47,731.6	51,674.2	54,050.9	58,105.5
			Retail Value RSP	USD million	Current Prices	47,494.6	48,098.9	48,628.3	51,962.5	51,223.6	53,345.5
			Retail Value RSP	USD million	Current Prices	42,500.7	42,668.7	42,900.8	45,785.3	45,414.6	47,235.5
			Retail Value RSP	USD million	Current Prices	139,052.2	143,826.6	142,094.5	156,889.5	152,093.2	158,353.8
			Retail Value RSP	USD million	Current Prices	12,224.7	12,402.4	11,125.0	12,860.5	13,485.9	15,244.9
			Retail Value RSP	USD million	Current Prices	137,463.8	142,787.0	131,547.4	152,834.2	154,511.0	165,695.9
			Retail Value RSP	USD million	Current Prices	128,855.5	133,637.3	122,376.4	141,751.4	143,329.5	152,874.5
			Retail Value RSP	USD million	Current Prices	300,206.3	301,057.6	293,383.9	310,204.6	312,881.9	321,674.5
			Retail Value RSP	USD million	Current Prices	18,913.5	20,321.2	21,383.3	25,457.2	26,539.4	27,621.6
			Retail Value RSP	USD million	Current Prices	169,631.5	179,992.8	176,439.2	191,959.7	179,457.3	181,133.0

Convert data ✕

Convert data to a specific unit of measurement.

[Go back](#) [Next tip](#)



Statistics

Use powerful data analysis tools to create custom data sets.

Help centre



Passport

Industries

Channels

Companies

Products

Consumers

Economies

Search

SEARCH RESULTS /
Market Sizes

How do keyword search results differ from tree search results?

Historical

Definitions | Calculation Variables

CONVERT DATA +

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2018

2023

APPLY

MODIFY SEARCH +

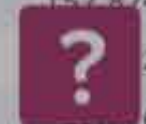


Stats Type	Geography	Industry	Product	Unit	Current Constant	2018	2019	2020	2021	2022	2023
	World		SP	USD million	Current Prices	504,801.2	511,104.5	491,510.0	533,704.1	537,563.6	569,134.9
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	World		SP	USD million	Current Prices	52,440.8	51,975.2	45,053.1	52,777.5	57,627.5	64,381.7
	World		SP	USD million	Current Prices	79,237.4	79,581.8	78,595.5	84,087.5	85,382.7	89,102.1
	World	Men's Grooming	Retail Value RSP	USD million	Current Prices	52,939.7	52,438.5	47,731.6	51,674.2	54,050.9	58,105.5
	World	Oral Care	Retail Value RSP	USD million	Current Prices	47,494.6	48,098.9	48,628.3	51,962.5	51,223.6	53,345.5
	World	Oral Care Excl Power Toothbrushes	Retail Value RSP	USD million	Current Prices	42,500.7	42,668.7	42,900.8	45,785.3	45,414.6	47,235.5
	World	Skin Care	Retail Value RSP	USD million	Current Prices	139,052.2	143,826.6	142,094.5	156,889.5	152,093.2	158,353.8
	World	Sun Care	Retail Value RSP	USD million	Current Prices	12,224.7	12,402.4	11,125.0	12,860.5	13,485.9	15,244.9
	World	Premium Beauty and Personal Care	Retail Value RSP	USD million	Current Prices	137,463.8	142,787.0	131,547.4	152,834.2	154,511.0	165,695.9
	World	Prestige Beauty and Personal Care	Retail Value RSP	USD million	Current Prices	128,855.5	133,637.3	122,376.4	141,751.4	143,329.5	152,874.5
	World	Mass Beauty and Personal Care	Retail Value RSP	USD million	Current Prices	300,206.3	301,057.6	293,383.9	310,204.6	312,881.9	326,216.6
	World	Dermocosmetics Beauty and Personal Care	Retail Value RSP	USD million	Current Prices	18,913.5	20,321.2	21,383.3	25,457.2	26,539.4	28,116.4
	Asia Pacific	Beauty and Personal Care	Retail Value RSP	USD million	Current Prices	169,631.5	179,992.8	176,439.2	191,959.7	179,457.3	181,133.0

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Add or remove data types from the grid like volume or value sales. Some Industries also include other unique data types.

[Go back](#) [Next tip](#)



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Help centre



Passport

Industries

Channels

Companies

Products

Consumers

Economies

Search

SEARCH RESULTS /

Market Sizes

How do keyword search results differ from tree search results?

Historical

Definitions | Calculation Variables

CONVERT DATA

CHANGE DATA TYPES

GROUP SUM

2018

2023

APPLY

MODIFY SEARCH



Stats Type	Geography	Category	Unit	Current Constant	2018	2019	2020	2021	2022	2023
	World	Beauty and Personal Care	Retail Value RSP	USD million	504,801.2	511,104.5	491,510.0	533,704.1	537,563.6	569,134.9
	World	Baby and Child Care	Retail Value RSP	USD million	18,228.7	18,567.6	18,817.4	20,444.7	20,448.4	21,539.3
	World	Bath and Shower	Retail Value RSP	USD million	41,745.9	41,966.7	49,139.5	48,852.4	48,259.8	49,527.5
	World	Colour Cosmetics	Retail Value RSP	USD million	72,885.8	73,776.3	60,207.7	66,170.7	67,905.1	73,812.5
	World	Deodorants	Retail Value RSP	USD million	22,723.1	22,607.6	20,673.7	21,815.2	23,093.1	25,312.6
	World	Depilatories	Retail Value RSP	USD million	4,749.4	4,677.1	4,605.0	4,795.5	4,861.9	5,019.7
	World	Fragrances	Retail Value RSP	USD million	52,440.8	51,975.2	45,053.1	52,777.5	57,627.5	64,381.7
	World	Hair Care	Retail Value RSP	USD million	79,237.4	79,581.8	78,595.5	84,087.5	85,382.7	89,102.1
	World	Men's Grooming	Retail Value RSP	USD million	52,939.7	52,438.5	47,731.6	51,674.2	54,050.9	58,105.5
	World	Oral Care	Retail Value RSP	USD million	47,494.6	48,098.9	48,628.3	51,962.5	51,223.6	53,345.5
	World	Oral Care Excl Power Toothbrushes	Retail Value RSP	USD million	42,500.7	42,668.7	42,900.8	45,785.3	45,414.6	47,235.5
	World	Skin Care	Retail Value RSP	USD million	139,052.2	143,826.6	142,094.5	156,889.5	152,093.2	158,353.8
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	World	Premium Beauty and Personal Care	Retail Value RSP	USD million	137,463.8	142,787.0	131,547.4	152,834.2	154,511.0	165,695.9
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	World	Mass Beauty and Personal Care	Retail Value RSP	USD million	300,206.3	301,057.6	293,383.9	310,204.6	312,881.9	312,821.6
	World	Dermocosmetics Beauty and Personal Care	Retail Value RSP	USD million	18,913.5	20,321.2	21,383.3	25,457.2	26,539.4	27,416.4
	Asia Pacific	Beauty and Personal Care	Retail Value RSP	USD million	169,631.5	179,992.8	176,439.2	191,959.7	179,457.3	181,133.0

Group sum

Sum the data in your search by category and/or geography to create a tailored total line.

[Go back](#) [Next tip](#)



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Passport

Industries

Channels

Companies

Products

Consumers

Economies

Search

SEARCH RESULTS /

Market Sizes

How do keyword search results differ from tree search results?

Historical

Definitions | Calculation Variables

CONVERT DATA

CHANGE DATA TYPES

1 GROUP SUM

2018

2023

APPLY

MODIFY SEARCH

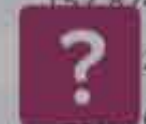


Stats Type	Geography	Category	2018	2019	2020	2021	2022	2023
	World	Beauty and Personal Care	504,801.2	511,104.5	491,510.0	533,704.1	537,563.6	569,134.9
	World	Baby and Child-specific Products	18,228.7	18,567.6	18,817.4	20,444.7	20,448.4	21,539.3
	World	Bath and Shower	41,745.9	41,966.7	49,139.5	48,852.4	48,259.8	49,527.5
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	World	Skin Care	139,052.2	143,826.6	142,094.5	156,889.5	152,093.2	158,353.8
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	World	Premium Beauty and Personal Care	137,463.8	142,787.0	131,547.4	152,834.2	154,511.0	165,695.9
	World	Prestige Beauty and Personal Care	128,855.5	133,637.3	122,376.4	141,751.4	143,329.5	152,874.5
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	Asia Pacific	Beauty and Personal Care	169,631.5	178,992.8	176,439.2	191,959.7	179,457.3	181,133.0

Change years

Change the years in the dropdown menu and click 'Apply' to access forecasted and historic data.

[Go back](#) [Next tip](#)



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Help centre



Passport

Industries

Channels

Companies

Products

Consumers

Economies

Search

SEARCH RESULTS /

Market Sizes

How do keyword search results differ from tree search results?

Historical

Definitions | Calculation Variables

CONVERT DATA

CHANGE DATA TYPES

1 GROUP SUM

2018

2023

APPLY

MODIFY SEARCH

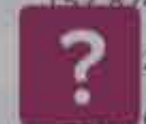


Stats Type	Geography	Category	Data Type	Unit				2021	2022	2023		
	World	Beauty and Personal Care	Retail Value RSP	USD million				10.0	533,704.1	537,563.6	569,134.9	
	World	Baby and Child-specific Products	Retail Value RSP	USD million				17.4	20,444.7	20,448.4	21,539.3	
	World	Bath and Shower	Retail Value RSP	USD million				39.5	48,852.4	48,259.8	49,527.5	
	World	Colour Cosmetics	Retail Value RSP	USD million				07.7	66,170.7	67,905.1	73,812.5	
	World	Deodorants	Retail Value RSP	USD million				73.7	21,815.2	23,093.1	25,312.6	
	World	Depilatories	Retail Value RSP	USD million				05.0	4,795.5	4,861.9	5,019.7	
	World	Fragrances	Retail Value RSP	USD million				53.1	52,777.5	57,627.5	64,381.7	
	World	Hair Care	Retail Value RSP	USD million	Current Prices		79,237.4	79,581.8	78,595.5	84,087.5	85,382.7	89,102.1
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	World	Mass Beauty and Personal Care	Retail Value RSP	USD million	Current Prices		300,206.3	301,057.6	293,383.9	310,204.6	312,881.9	326,646.4
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	Asia Pacific	Beauty and Personal Care	Retail Value RSP	USD million	Current Prices		169,631.5	178,992.8	176,439.2	191,959.7	179,457.3	181,133.0

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Edit categories and geographies included in your search.

[Go back](#) [Next tip](#)



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Help centre



Passport

Industries

Channels

Companies

Products

Consumers

Economies

Search

SEARCH RESULTS /

Market Sizes

How do keyword search results differ from tree search results?

Historical

Definitions | Calculation Variables

CONVERT DATA

CHANGE DATA TYPES

1 GROUP SUM

2018

2023

APPLY

MODIFY SEARCH



Stats Type	Geography	Category	Data Type	Unit	Current Constant	2022	2023
	World	Beauty and Personal Care	Retail Value RSP	USD million	Current Prices	537,563.6	569,134.9
	World	Baby and Child-specific Products	Retail Value RSP	USD million	Current Prices	20,448.4	21,539.3
	World	Bath and Shower	Retail Value RSP	USD million	Current Prices	48,259.8	49,527.5
	World	Colour Cosmetics	Retail Value RSP	USD million	Current Prices	67,905.1	73,812.5
	World	Deodorants	Retail Value RSP	USD million	Current Prices	23,093.1	25,312.6
	World	Depilatories	Retail Value RSP	USD million	Current Prices	4,861.9	5,019.7
	World	Fragrances	Retail Value RSP	USD million	Current Prices	57,627.5	64,381.7
	World	Hair Care	Retail Value RSP	USD million	Current Prices	79,237.4	79,581.8
	World	Men's Grooming	Retail Value RSP	USD million	Current Prices	52,939.7	52,438.5
	World	Oral Care	Retail Value RSP	USD million	Current Prices	47,494.6	48,098.9
	World	Oral Care Excl Power Toothbrushes	Retail Value RSP	USD million	Current Prices	42,500.7	42,668.7
	World	Skin Care	Retail Value RSP	USD million	Current Prices	139,052.2	143,826.6
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	Asia Pacific	Beauty and Personal Care	Retail Value RSP	USD million	Current Prices	169,631.5	179,992.8

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[Go back](#) [Next tip](#)



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Passport

Industries

Channels

Companies

Products

Consumers

Economies

Search

SEARCH RESULTS /

Market Sizes

How do keyword search results differ from tree search results?

Historical

Definitions | Calculation Variables

CONVERT DATA

2023

APPLY

MODIFY SEARCH



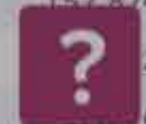
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Next tip

Stats Type	Data Type	Unit	Current Constant	2018	2019	2020	2021	2022	2023
	Retail Value RSP	USD million	Current Prices	504,801.2	511,104.5	491,510.0	533,704.1	537,563.6	569,134.9
	Retail Value RSP	USD million	Current Prices	18,228.7	18,567.6	18,817.4	20,444.7	20,448.4	21,539.3
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- Industries
- Channels
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- Products
- Consumers
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Table Of Contents

- Executive summary
- Why read this report?
- Introduction
- Key findings
 - Rigid plastics face challenges as climate concerns grow
 - Rigid plastics in a changing landscape
 - Rigid plastics are a powerhouse but not immune to cost-of-living pressures
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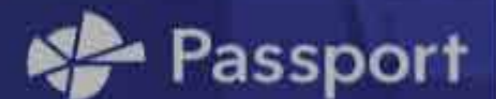
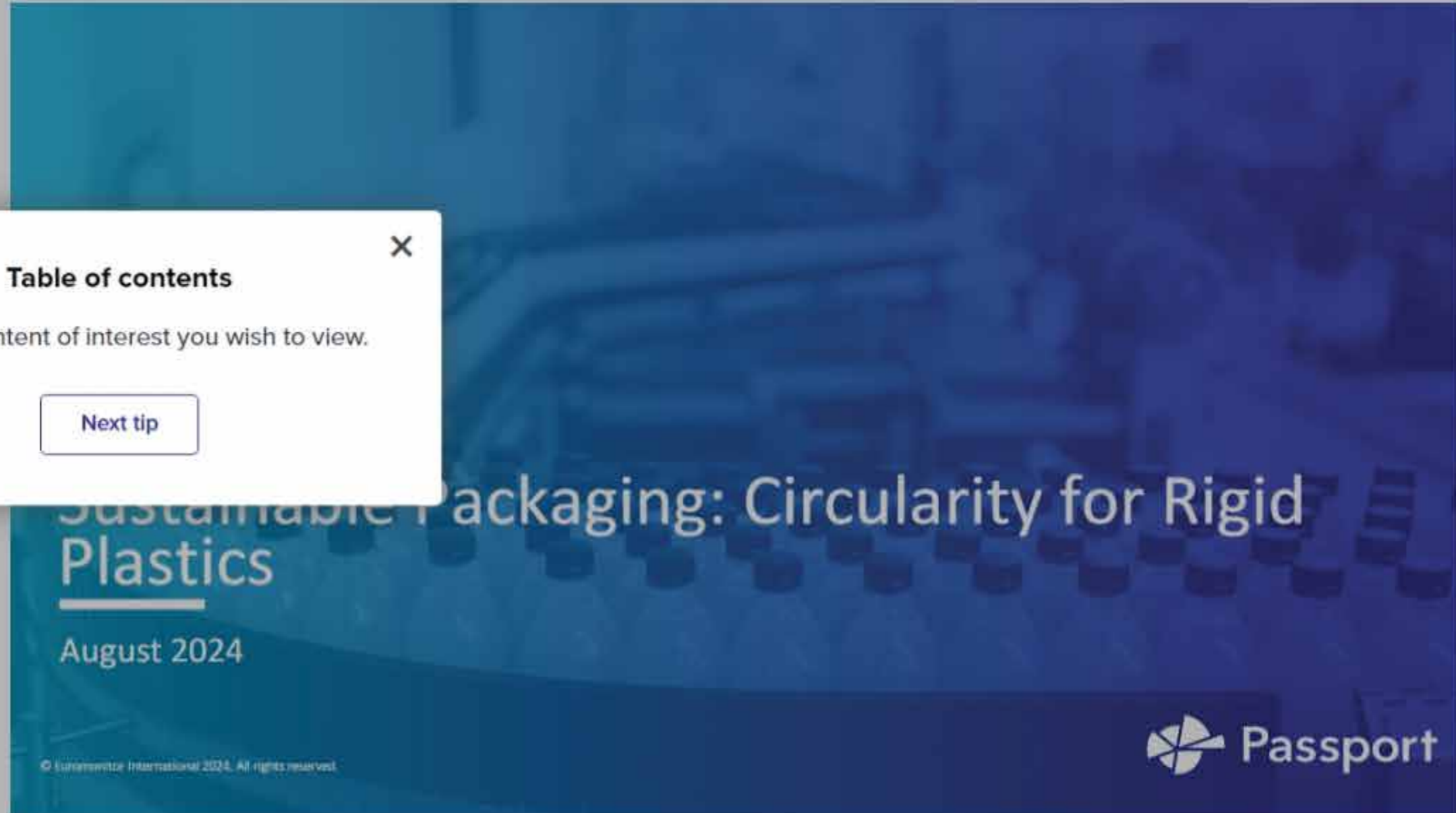
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Go back

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- Products
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Beauty and Personal Care in Germany

Beauty and Personal Care in Germany in 2023, in part attributed to the strong performance across the categories. Premium beauty and personal care outpaced the growth rate of mass beauty and personal care during the year, although both saw a positive performance. The premiumisation of mass brands has also continued, and consumer trust in local and mass brands is growing. In addition, international beauty and personal care giants continue to drive trends, which the mass and local brands follow.

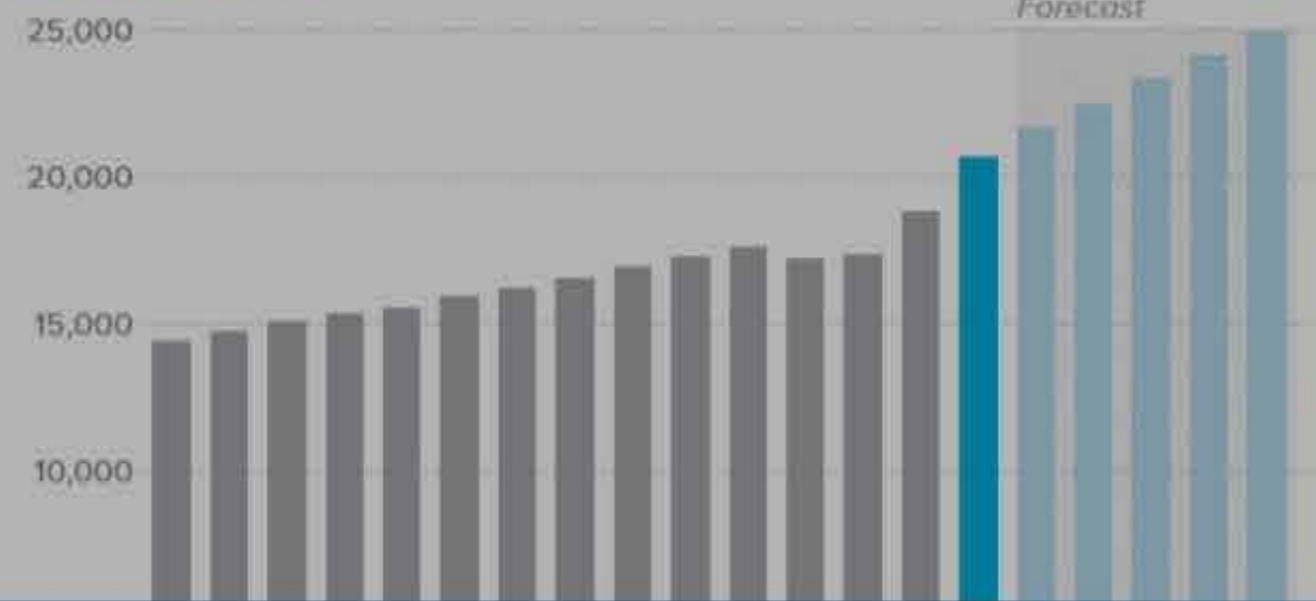
We note that, in 2023, beauty and personal care consumers continued to move away from emotional and impulsive purchases in favour of more rational and conscious choices. The less affluent segment sought price promotions or cheaper alternatives, without compromising on basic quality requirements or efficacy. Conversely, the more affluent segment of society supported the dynamic growth of premium beauty and personal care, sustaining the "lipstick effect" (whereby, in times of economic uncertainty, consumers will forego larger luxury items while still purchasing more affordable luxury products, such as premium lipsticks) which was already visible in 2022. This higher-income group is less inclined to make sacrifices in beauty and personal care and considers premium options as an investment in wellbeing. Indeed, within this context, we

Market Sizes

Sales of Beauty and Personal Care

Retail Value RSP - EUR million - Current - 2009-2028

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ANALYSIS

DATAGRAPHS

CONTEXT

DOWNLOAD

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Go back

Next tip

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Beauty and personal care in 2023

Beauty and personal care maintained solid performance in 2023, with growth partly attributed to high prices, whereas volume growth was limited in most categories. Premium beauty and personal care outpaced the growth rate of mass beauty and personal care during the year, although both saw a positive performance. The premiumisation of mass brands has also continued, and consumer trust in local and mass brands is growing. In addition, international beauty and personal care giants continue to drive trends, which the mass and local brands follow.

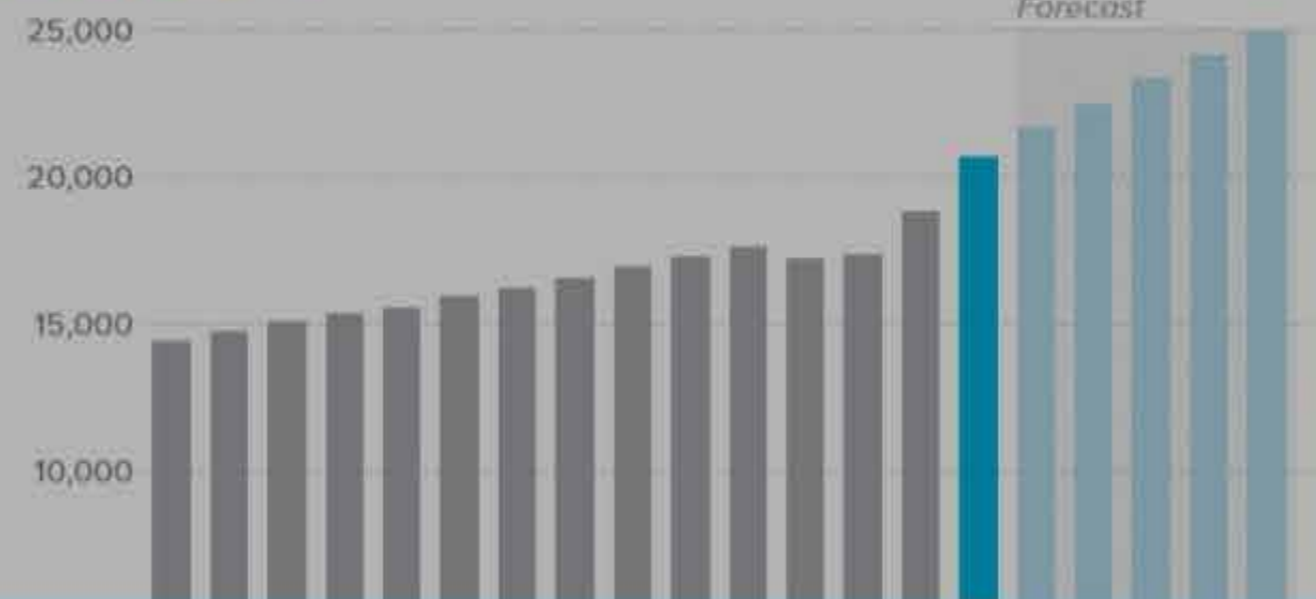
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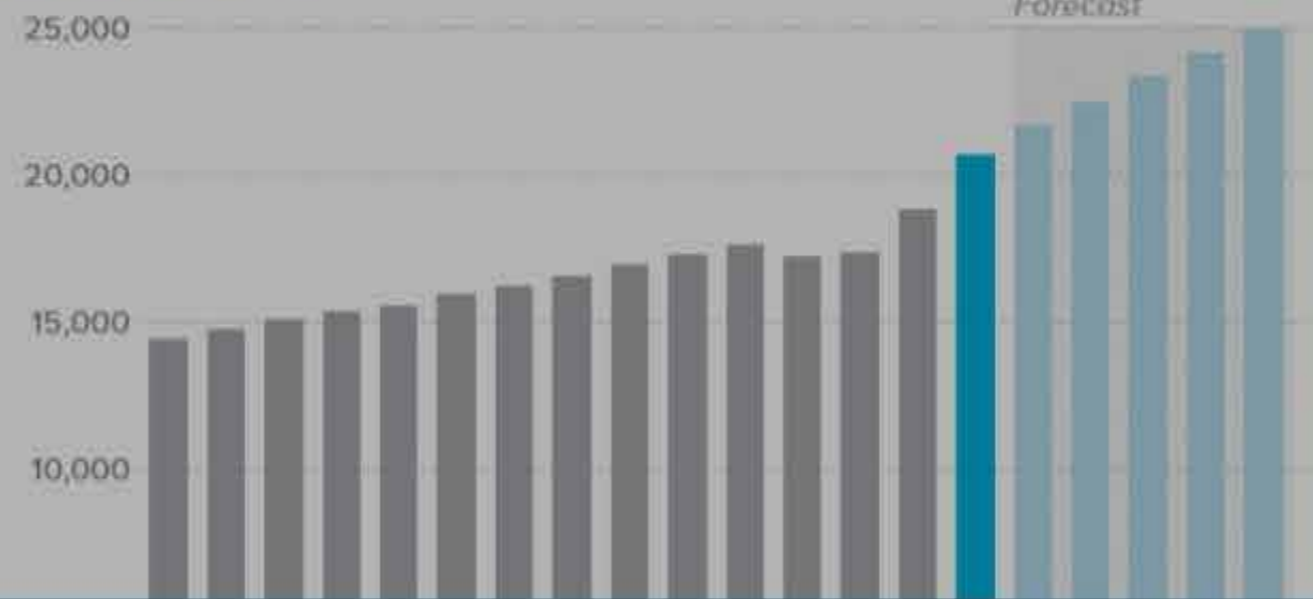
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Beauty and personal care maintained solid current value growth in Germany, with the latter part attributed to high prices, whereas volume sales remained variable across different product categories. Premium beauty and personal care outpaced the growth rate of mass beauty and personal care during the year, although both saw a positive performance. The premiumisation of mass brands has also continued, and consumer trust in local and mass brands is growing. In addition, international beauty and personal care giants continue to drive trends, which the mass and local brands follow.

We note that, in 2023, beauty and personal care consumers continued to move away from emotional and impulsive purchases in favour of more rational and conscious choices. The less affluent segment sought price promotions or cheaper alternatives, without compromising on basic quality requirements or efficacy. Conversely, the more affluent segment of society supported the dynamic growth of premium beauty and personal care, sustaining the "lipstick effect" (whereby, in times of economic uncertainty, consumers will forego larger luxury items while still purchasing more affordable luxury products, such as premium lipsticks) which was already visible in 2022. This higher-income group is less inclined to make sacrifices in beauty and personal care and considers premium options as an investment in wellbeing. Indeed, within this context, we

20,599





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Market

Sales

Retail

20

25,000

20,000

15,000

10,000

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Market

Sales of
Retail Val

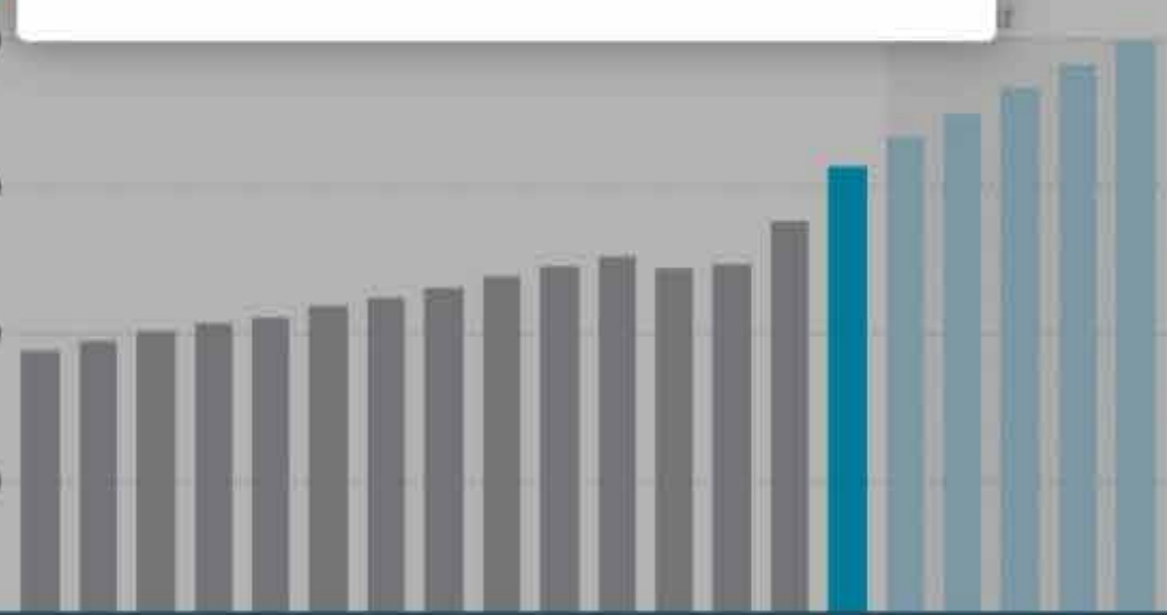
20,

25,000

20,000

15,000

10,000



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Market Size

Sales of Beauty and Personal Care
Retail Value R5

20,59

25,000

20,000

15,000

10,000

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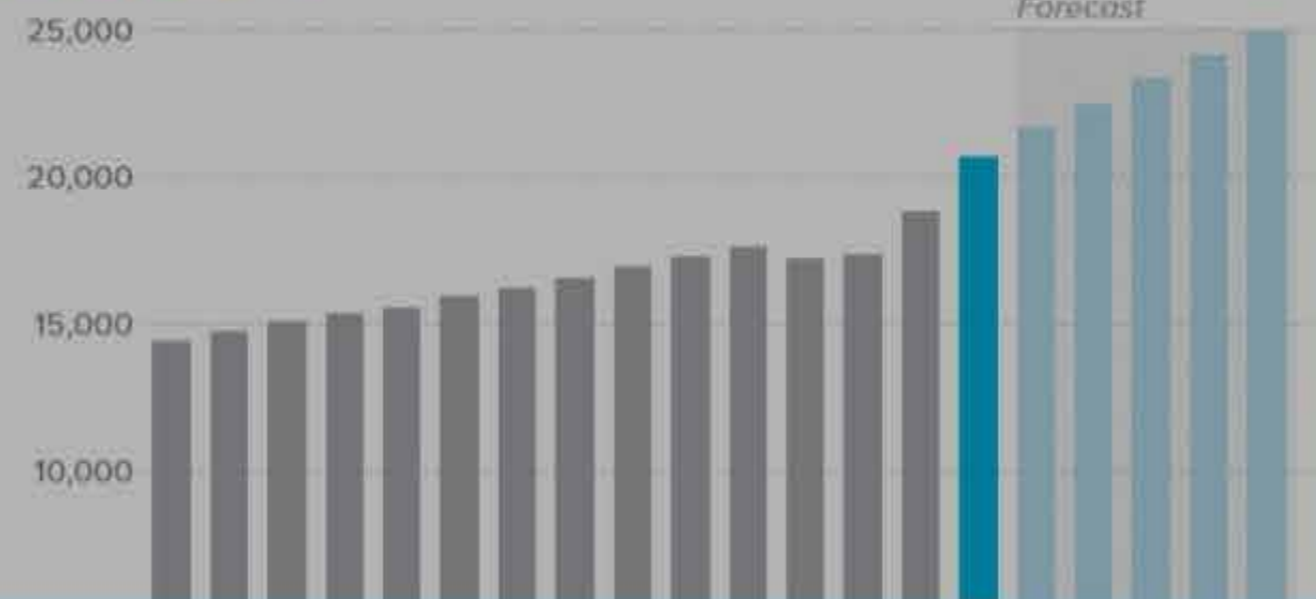
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Market Sizes

Sales of Beauty and Personal Care

Retail Value RSP - EUR million - Current - 2009-2028

20,599





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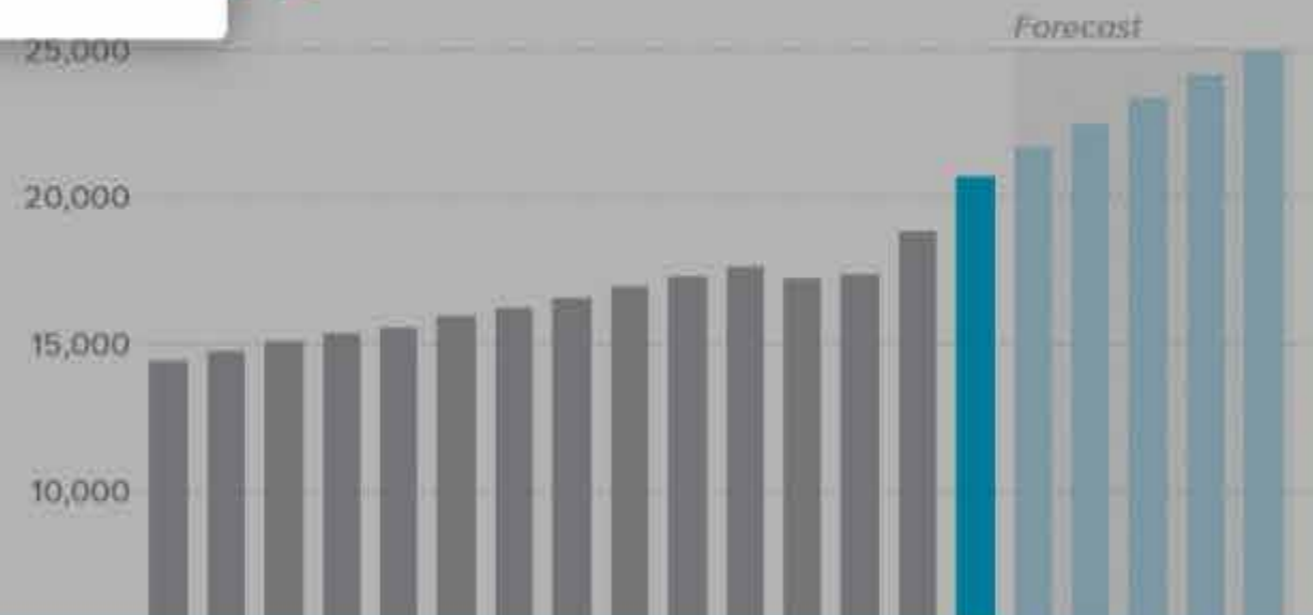


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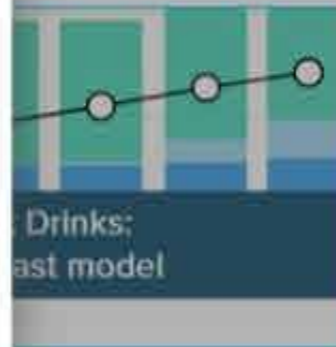
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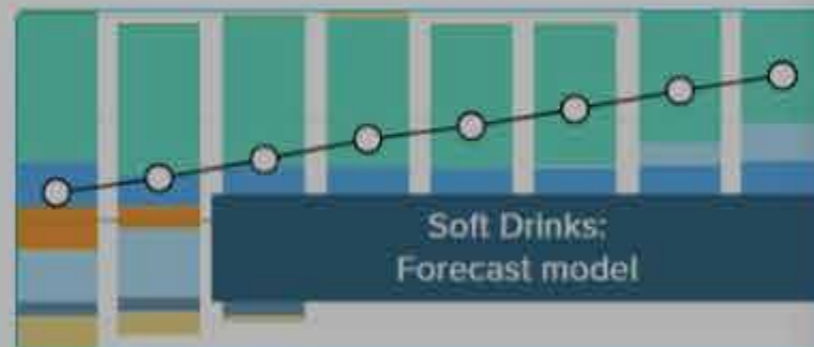


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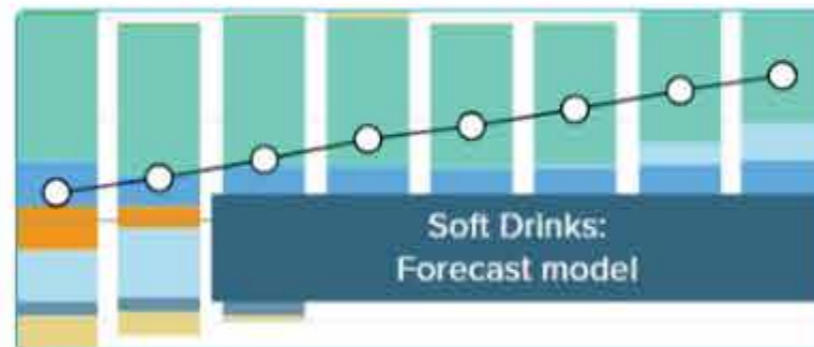


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Sub-brand

Event Type

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Launch: Brand / Type: New

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