



# Mass Beauty and Personal Care in Spain

April 2024

Table of Contents

## Mass Beauty and Personal Care in Spain - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflationary pressures and weaker disposable incomes boost sales of mass products

Mass colour cosmetics attract price-sensitive consumers who are seeking “affordable indulgence”

L'Oréal maintains its leadership, thanks to meeting evolving consumer trends

#### PROSPECTS AND OPPORTUNITIES

Mass sales will continue to be supported to consumers' weakened spending power

Mass players place a greater focus on at-home experiences through developments in technology

Emerging competition from players outside of the beauty and personal care space

#### CATEGORY DATA

Table 1 - Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

Table 2 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

Table 4 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 5 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

Table 6 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

## Beauty and Personal Care in Spain - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

### MARKET DATA

Table 7 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 12 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 13 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 14 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 15 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 16 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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