

# Colour Cosmetics in Sweden

April 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Thriving on premiumisation and innovation

Premiumisation reigns supreme as clean beauty takes centre stage

Mass market stays relevant with innovation and inclusivity

### PROSPECTS AND OPPORTUNITIES

Premiumisation persists

Mass colour cosmetics adapts

The rise of niche brands and digital influence

### CATEGORY DATA

Table 1 - Sales of Colour Cosmetics by Category: Value 2018-2023

Table 2 - Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 4 - LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 5 - LBN Brand Shares of Eye Make-up: % Value 2020-2023

Table 6 - LBN Brand Shares of Facial Make-up: % Value 2020-2023

Table 7 - LBN Brand Shares of Lip Products: % Value 2020-2023

Table 8 - LBN Brand Shares of Nail Products: % Value 2020-2023

Table 9 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 10 - Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 11 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

## Beauty and Personal Care in Sweden - 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 12 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

### DISCLAIMER

### SOURCES

Summary 1 - Research Sources

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/colour-cosmetics-in-sweden/report](http://www.euromonitor.com/colour-cosmetics-in-sweden/report).