



# Premium Beauty and Personal Care in Croatia

April 2024

Table of Contents

## Premium Beauty and Personal Care in Croatia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Premium brands gain ground, despite pressure on discretionary spending  
L'Oréal maintains its leading position in premium beauty and personal care  
Constant attention to marketing essential for success for premium brands

#### PROSPECTS AND OPPORTUNITIES

Deteriorating economic situation set to put pressure on demand for premium brands  
Consumers to demand more value from premium beauty and personal care brands  
Premium skin care set to win big as consumers demand the ultimate in anti-ageing

#### CATEGORY DATA

Table 1 - Sales of Premium Beauty and Personal Care by Category: Value 2018-2023  
Table 2 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 3 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023  
Table 4 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023  
Table 5 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028  
Table 6 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

## Beauty and Personal Care in Croatia - 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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