



Euromonitor
International

Beauty and Personal Care in South Africa

May 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Affordable Beauty Fuels Expansion

Chart 2 - Private Label Expansion

Skin Care Leads Amid Ingredient-Conscious Consumers

Chart 3 - The Ordinary Range Offers Science Backed Approach

Asia Influence Drives K-Beauty Momentum in South Africa

Chart 4 - Increased Retail Availability for K-Beauty Products

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Set to Prioritise Affordability Amid Economic Pressures and Rising Costs

Skin Care Expected to Dominate While Baby and Child-Specific Products Lead Fastest Growth

Digital Engagement and Ingredient Transparency Reshape Purchasing and Innovation

Chart 8 - Analyst Insight for Beauty and Personal Care

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Beiersdorf Strengthen Leadership Amid Evolving Competitive Dynamics

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Supermarkets and Pharmacies Lead Offline Distribution

Convenience and Premium Accessibility Drives Retail E-Commerce

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Beauty and Personal Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Beauty and Personal Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Baby and Child-Specific Products in South Africa

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

Affordability and Value Drives Market Expansion

Chart 21 - Consumers Seek Brands That Offer Value for Money

Baby Wipes Lead by Rising Demand for Gentle Solutions

Chart 22 - Aveeno Gains Popularity with Natural Ingredients

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Premiumisation and Value Expected to Sustain Growth through 2030

Baby Wipes Set to Lead as Ingredient Scrutiny and Eco-Conscious Demand Intensify

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Johnson & Johnson and Tiger Consumer Brands Solidify Leadership Amid Shifting Shares

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Supermarkets and Pharmacies Lead While E-Commerce Gains Traction

Retail E-Commerce Expands, Reshaping Purchase Habits for Baby Products

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Baby and Child-Specific Products

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Baby and Child-Specific Products

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bath and Shower in South Africa](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

KEY INDUSTRY TRENDS

Chart 38 - Key Industry Trends for Bath and Shower

INDUSTRY PERFORMANCE

Affordability Fuels Performance in Bath and Shower

Chart 39 - Mass Products Maintain Their Appeal on Affordability

Social Media Drives Ritualisation and Premiumisation

Ingredient-Led Innovation Supports Evolution

Chart 40 - Nivea Embraces Skincare-Grade Ingredients

Chart 41 - Value Sales 2020-2030

Chart 42 - Volume Sales 2020-2030

Chart 43 - Value Sales by Category 2025

WHAT'S NEXT?

Body Wash Expected to Gain Traction as Bar Soap Maintains Dominance

Social Media Trends to Reshape Consumer Rituals and Product Innovation

Chart 44 - Analyst Insight for Bath and Shower

Chart 45 - Forecast Value Sales 2020-2030

Chart 46 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Adapt to Competition While Maintaining Dominance

Innovation in Natural Ingredients and Digital Engagement Opens Growth Avenues

Chart 47 - Company Shares 2025

Chart 48 - Brand Shares 2025

CHANNELS

Supermarkets Lead Distribution Driven by Accessibility and Promotions

Chart 49 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 50 - Economic Context for Bath and Shower

Chart 51 - Real Gdp Growth 2020-2030

Chart 52 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 53 - Consumer Context for Bath and Shower

Chart 54 - Population 2020-2030

Chart 55 - Consumer Expenditure 2020-2030

Chart 56 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Colour Cosmetics in South Africa](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

KEY INDUSTRY TRENDS

Chart 57 - Key Industry Trends for Colour Cosmetics

INDUSTRY PERFORMANCE

Personal Grooming Resilience Drives Steady Growth Despite Economic Pressures

Chart 58 - Buy-Now-Pay-Later Broadens Access to Affordable Luxury

Lifestyle-Driven Beauty Reshapes the Landscape

Chart 59 - Lines Blurring between Skincare and Make-Up

Skinnification Drives Multifunctional Innovation

Chart 60 - Value Sales 2020-2030

Chart 61 - Volume Sales 2020-2030

Chart 62 - Value Sales by Category 2025

WHAT'S NEXT?

Skinnification and Multifunctionality Set to Drive Product Innovation

Facial Make-Up and Lip Products Expected to Sustain Leadership through 2030

Retail Innovation and Competitive Dynamics to Reshape Consumer Access

Chart 63 - Analyst Insight for Colour Cosmetics

Chart 64 - Forecast Value Sales 2020-2030

Chart 65 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

International and Mass Brands Shape Evolving Competitive Dynamics and Concentration

Leading Brands' Trend-Driven Strategies and Innovation Foster Resilience and Growth

Chart 66 - Company Shares 2025

Chart 67 - Brand Shares 2025

CHANNELS

Pharmacies Lead Offline Retail Distribution

Digital Convenience and Innovation Drives Retail E-Commerce Growth

Chart 68 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 69 - Economic Context for Colour Cosmetics

Chart 70 - Real Gdp Growth 2020-2030

Chart 71 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 72 - Consumer Context for Colour Cosmetics

Chart 73 - Population 2020-2030

Chart 74 - Consumer Expenditure 2020-2030

Chart 75 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Deodorants in South Africa](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

KEY INDUSTRY TRENDS

Chart 76 - Key Industry Trends for Deodorants

INDUSTRY PERFORMANCE

Brand Loyalty and Affordability Underpin Steady Gains

Chart 77 - Retailers Frequently Run Price Promotions

Deodorant Sprays and Roll-Ons Lead by Fragrance Innovation

Ingredient-Led Innovation Redefines Deodorants

Chart 78 - Ingredient Led Innovation in Deodorants

Chart 79 - Value Sales 2020-2030

Chart 80 - Volume Sales 2020-2030

Chart 81 - Value Sales by Category 2025

WHAT'S NEXT?

Affordable Body Mists Set to Fuel Performance

Deodorant Roll-Ons Expected to Maintain Largest Share through 2030

Heightened Ingredient Transparency and Omni-Channel Presence to Reshape Consumer Engagement

Chart 82 - Analyst Insight for Deodorants

Chart 83 - Forecast Value Sales 2020-2030

Chart 84 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever South Africa Leads Amid Intensifying Competition

Chart 85 - Company Shares 2025

Chart 86 - Brand Shares 2025

CHANNELS

Supermarkets Lead as Omni-Channel Shopping Reshapes Consumer Habits

Chart 87 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 88 - Economic Context for Deodorants

Chart 89 - Real Gdp Growth 2020-2030

Chart 90 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 91 - Consumer Context for Deodorants

Chart 92 - Population 2020-2030

Chart 93 - Consumer Expenditure 2020-2030

Chart 94 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Depilatories in South Africa](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Leading Brands Innovate with Skin-Friendly Ingredients

Price Sensitivity Reshapes Consumer Choices

Chart 95 - Ingredient Led Beauty Drives Innovation

Chart 96 - Value Sales 2020-2030

Chart 97 - Volume Sales 2020-2030

Chart 98 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Shift Towards Affordable At-Home Grooming

Women'S Razors and Blades Set for Continued Expansion

Skin-Friendly Innovation and E-Commerce to Disrupt Traditional Retail Dynamics

Chart 99 - Forecast Value Sales 2020-2030

Chart 100 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Position Amid Moderate Market Concentration

Established Brands Defend Market Lead Despite Rising Private Label Competition

Chart 101 - Company Shares 2025

Chart 102 - Brand Shares 2025

CHANNELS

Supermarkets Lead Distribution While Pharmacies Gain Ground

Retail E-Commerce Expands Reach Amid Rising Digital Competition

Chart 103 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 104 - Economic Context for Depilatories

Chart 105 - Real Gdp Growth 2020-2030

Chart 106 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 107 - Consumer Context for Depilatories

Chart 108 - Population 2020-2030

Chart 109 - Consumer Expenditure 2020-2030

Chart 110 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Fragrances in South Africa](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

KEY INDUSTRY TRENDS

Chart 111 - Key Industry Trends for Fragrances

INDUSTRY PERFORMANCE

Lifestyle-Driven Beauty and Social Media Influence Fuels Expansion

Chart 112 - Sol De Janeiro Launches Fragrance Balms

Affordable Middle Eastern Scents Propel Mass Fragrances

Chart 113 - Middle Eastern Fragrances at Accessible Prices

Affordability Drives Demand for Value Formats as Consumers Downtrade

Chart 114 - Affordable Body Mists for Price Sensitive Shoppers

Chart 115 - Value Sales 2020-2030

Chart 116 - Volume Sales 2020-2030

Chart 117 - Value Sales by Category 2025

WHAT'S NEXT?

Mass Fragrances Expected to Drive Growth While Premium Fragrances Maintain Exclusivity

Social Media and Scent Innovation Set to Reshape Consumer Preferences

Embracing Affordability and Exclusivity Challenges Brands to Innovate and Engage

Chart 118 - Analyst Insight for Fragrances

Chart 119 - Forecast Value Sales 2020-2030

Chart 120 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Face Growing Competition Amid Market Fragmentation

Chart 121 - Company Shares 2025

Chart 122 - Brand Shares 2025

CHANNELS

Department Stores Lead Fragrance Sales with Flexible Payment Options
Retail E-Commerce Retreats but Retains Relevance through Social Media Platforms
Chart 123 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 124 - Economic Context for Fragrances
Chart 125 - Real Gdp Growth 2020-2030
Chart 126 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 127 - Consumer Context for Fragrances
Chart 128 - Population 2020-2030
Chart 129 - Consumer Expenditure 2020-2030
Chart 130 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hair Care in South Africa](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

KEY INDUSTRY TRENDS

Chart 131 - Key Industry Trends for Hair Care

INDUSTRY PERFORMANCE

Natural and Free-From Formulations Gain Ground
Chart 132 - Keune so Pure Drives Ingredient Led Beauty
Scalp Health Emerges as a Consumer Priority
Chart 133 - The Ordinary Expands Range to Hair Care
Natural Hair Movement Fuels Demand for Texture-Specific Formulations
Chart 134 - Creme of Nature Caters to Textured Hair
Chart 135 - Value Sales 2020-2030
Chart 136 - Volume Sales 2020-2030
Chart 137 - Value Sales by Category 2025

WHAT'S NEXT?

Sustained Growth Forecast as Demographics and Disposable Incomes Rise
Culturally Attuned Local Brands Set to Fuel Expansion
Scalp Health Expected to Drive Innovation
Chart 138 - Analyst Insightfor Hair Care
Chart 139 - Forecast Value Sales 2020-2030
Chart 140 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Dominance Amid Gradual Market Diversification
Brand Strength and Competitive Pricing Shapes Leadership
Chart 141 - Company Shares 2025
Chart 142 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead While Omnichannel Strategies Gain Ground
Chart 143 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 144 - Economic Context for Hair Care

Chart 145 - Real Gdp Growth 2020-2030

Chart 146 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 147 - Consumer Context for Hair Care

Chart 148 - Population 2020-2030

Chart 149 - Consumer Expenditure 2020-2030

Chart 150 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Men's Grooming in South Africa](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

INDUSTRY PERFORMANCE

Social Media and Affordability Shape Consumer Engagement

Multifunctional Products Fuel Expansion

Chart 151 - Premium Targeted Products Expand Further

Specialisation and Premium Positioning Redefine Men'S Grooming

Chart 152 - Value Sales 2020-2030

Chart 153 - Volume Sales 2020-2030

Chart 154 - Value Sales by Category 2025

WHAT'S NEXT?

Steady Growth Anticipated by Innovation and Evolving Male Routines

Men'S Toiletries Set to Lead While Fragrances Drive Premium Expansion

Chart 155 - Forecast Value Sales 2020-2030

Chart 156 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Position with Continuous Innovation

Chart 157 - Company Shares 2025

Chart 158 - Brand Shares 2025

CHANNELS

Supermarkets Dominate Retail Sales as Convenience Drives Purchase Behaviour

Retail E-Commerce Growth Accelerates as Digital Convenience Reshapes Buying Patterns

Chart 159 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 160 - Economic Context for Men's Grooming

Chart 161 - Real Gdp Growth 2020-2030

Chart 162 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 163 - Consumer Context for Men's Grooming

Chart 164 - Population 2020-2030

Chart 165 - Consumer Expenditure 2020-2030

Chart 166 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Oral Care in South Africa](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

KEY INDUSTRY TRENDS

Chart 167 - Key Industry Trends for Oral Care

INDUSTRY PERFORMANCE

Ingredient-Led Innovation Redefines Oral Care Positioning

Chart 168 - Shift From Basic Hygiene to Health Focused Products

Value-Driven Demand Propels Toothpaste to Leadership

Chart 169 - Sensodyne Launches Affordable Toothpaste

Aesthetic Aspirations Fuel Demand for Accessible Whitening Solutions

Chart 170 - Teeth Whitening Sees New Product Launches

Chart 171 - Value Sales 2020-2030

Chart 172 - Volume Sales 2020-2030

Chart 173 - Value Sales by Category 2025

WHAT'S NEXT?

Younger Consumers Set to Drive Growth through Social Media and Natural Trends

Toothpaste Expected to Remain Dominant While Tooth Whiteners Lead Fastest Growth

Price Sensitivity and Innovation Shape Future Competition and Consumer Choices

Chart 174 - Analyst Insight for Oral Care

Chart 175 - Forecast Value Sales 2020-2030

Chart 176 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Experience Gradual Share Erosion Amid Rising Private Label Competition

Chart 177 - Company Shares Analyst Insight

Chart 178 - Brand Shares 2025

CHANNELS

Supermarkets Maintain Dominance Driven by Routine Grocery Shopping

Online Grocery Platforms Reshape Retail Landscape

Chart 179 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 180 - Economic Context for Oral Care

Chart 181 - Real Gdp Growth 2020-2030

Chart 182 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 183 - Consumer Context for Oral Care

Chart 184 - Population 2020-2030

Chart 185 - Consumer Expenditure 2020-2030

Chart 186 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Skin Care in South Africa

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

KEY INDUSTRY TRENDS

Chart 187 - Key Industry Trends for Skin Care

INDUSTRY PERFORMANCE

Youtube and Tiktok Drives Skin Care Education

Ingredient Innovation Drives Skin Care Evolution

Chart 188 - Biotech Driven Skincare Gains Traction

K-Beauty Fuels Innovation and Accessibility

Chart 189 - Beauty on Tapp Broadens Reach

Chart 190 - Value Sales 2020-2030

Chart 191 - Volume Sales 2020-2030

Chart 192 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Set to Drive Growth through Savvy Ingredient Choices and Price Sensitivity

Facial Care Expected to Accelerate with Innovation

Digital Platforms and Diverse Beauty Philosophies to Reshape Consumer Engagement

Chart 193 - Analyst Insight for Skin Care

Chart 194 - Forecast Value Sales 2020-2030

Chart 195 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Retain Dominance through Innovation and Accessibility

Chart 196 - Company Shares 2025

Chart 197 - Brand Shares 2025

CHANNELS

Supermarkets Retain Dominance as Physical Stores Lead Skin Care Sales

Retail E-Commerce Accelerates Growth, Driven by Digital Engagement and Convenience

Chart 198 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 199 - Economic Context for Skin Care

Chart 200 - Real Gdp Growth 2020-2030

Chart 201 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 202 - Consumer Context for Skin Care

Chart 203 - Population 2020-2030

Chart 204 - Consumer Expenditure 2020-2030

Chart 205 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Sun Care in South Africa

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

INDUSTRY PERFORMANCE

Steady Expansion Driven by Rising Awareness and Daily Use Adoption

Adult Sun Care Leads as Family-Oriented Products Gain Traction

Chart 206 - Affordable Sun Care for the Whole Family

Brands Educating Consumers and Innovating Formats Boost Adoption

Chart 207 - Value Sales 2020-2030

Chart 208 - Volume Sales 2020-2030

Chart 209 - Value Sales by Category 2025

WHAT'S NEXT?

Adult Sun Care Set to Drive Steady Expansion Amid Growing Consumer Base

Brands Innovating Formats and Educating Consumers to Overcome Usage Barriers

Spf Integration Expected to Unlock New Growth Opportunities

Chart 210 - Forecast Value Sales 2020-2030

Chart 211 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Multinational Leaders Sustain Dominance Amid Rising Fragmentation

Chart 212 - Company Shares 2025

Chart 213 - Brand Shares 2025

CHANNELS

Pharmacies Lead Distribution Driven by Private Label Affordability

Retail E-Commerce Expands with Multi-Channel Retailer Innovation

Chart 214 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 215 - Economic Context for Sun Care

Chart 216 - Real Gdp Growth 2020-2030

Chart 217 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 218 - Consumer Context for Sun Care

Chart 219 - Population 2020-2030

Chart 220 - Consumer Expenditure 2020-2030

Chart 221 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Premium Beauty and Personal Care in South Africa](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Premium Beauty and Personal Care Shows Steady Growth Amid Economic Shifts

Premium Fragrances Dominate Sales While Premium Adult Sun Care Posts Fastest Growth

Middle Eastern Fragrance Dupes Gain Traction

Chart 222 - Value Sales 2020-2030

Chart 223 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Shift to Downtrading Amid Rising Cost Pressures

Premium Fragrances Set to Lead While Premium Adult Sun Care Posts Fastest Growth

Innovative Purchasing Models and Dupe Products to Reshape Brand Strategies

Chart 224 - Forecast Value Sales 2020-2030

Chart 225 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Strengthen Presence Amid Market Expansion and Retail Innovation

Chart 226 - Company Shares 2025

Chart 227 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 228 - Economic Context for Premium Beauty and Personal Care

Chart 229 - Real Gdp Growth 2020-2030

Chart 230 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 231 - Consumer Context for Premium Beauty and Personal Care

Chart 232 - Population 2020-2030

Chart 233 - Consumer Expenditure 2020-2030

Chart 234 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Mass Beauty and Personal Care in South Africa](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Mass Skin Care Leads Growth as Mass Fragrances Deliver Standout Performance

Affordability Drives Private Label Gains

Chart 235 - Private Label Appeals to Cost Sensitive Consumers

Chart 236 - Value Sales 2020-2030

Chart 237 - Value Sales by Category 2025

WHAT'S NEXT?

Affordability and Ingredient Awareness Set to Steer Steady Growth Amid Economic Pressures

Mass Skin Care Expected to Lead Value Sales through 2030

Social Media and Ingredient-Led Innovation Reshape Value-Driven Consumer Choices

Chart 238 - Forecast Value Sales 2020-2030

Chart 239 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Adjust Shares Amid Evolving Competition Dynamics

Chart 240 - Company Shares 2025

Chart 241 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 242 - Economic Context for Mass Beauty and Personal Care

Chart 243 - Real Gdp Growth 2020-2030

Chart 244 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 245 - Consumer Context for Mass Beauty and Personal Care

Chart 246 - Population 2020-2030

Chart 247 - Consumer Expenditure 2020-2030

Chart 248 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/beauty-and-personal-care-in-south-africa/report.