



Euromonitor
International

Beauty and Personal Care in Israel

May 2025

Table of Contents

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for beauty and personal care?

MARKET DATA

- Table 1 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby and Child-Specific Products in Israel

KEY DATA FINDINGS

2024 DEVELOPMENTS

High birth rates mitigate downturn caused by challenging economic conditions
Kimberly-Clark retains overall lead due to strength of Huggies brand in baby wipes
Distribution value share held by discounters rises amidst increased price-sensitivity

PROSPECTS AND OPPORTUNITIES

High birth rates and rising health-consciousness will remain core growth drivers
Baby and child-specific sun care expected to show the fastest development
Products with natural claims set to become more popular and widely available

CATEGORY DATA

- Table 11 - Sales of Baby and Child-specific Products by Category: Value 2019-2024
- Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2019-2024
- Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2019-2024
- Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2020-2024
- Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2021-2024
- Table 16 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2021-2024
- Table 17 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2021-2024
- Table 18 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2021-2024
- Table 19 - Forecast Sales of Baby and Child-specific Products by Category: Value 2024-2029
- Table 20 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2024-2029
- Table 21 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2024-2029

Bath and Shower in Israel

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising prices and economic concerns subdue demand
Cosmopharm extends its already sizeable lead
Discounters remains the leading distribution channel

PROSPECTS AND OPPORTUNITIES

Population growth and rising hygiene-consciousness should support stable demand
Use of body powder expected to continue declining due to safety fears
Demand for products with natural formulas set to remain strong

CATEGORY DATA

- Table 22 - Sales of Bath and Shower by Category: Value 2019-2024
- Table 23 - Sales of Bath and Shower by Category: % Value Growth 2019-2024
- Table 24 - Sales of Bath and Shower by Premium vs Mass: % Value 2019-2024
- Table 25 - NBO Company Shares of Bath and Shower: % Value 2020-2024
- Table 26 - LBN Brand Shares of Bath and Shower: % Value 2021-2024
- Table 27 - LBN Brand Shares of Premium Bath and Shower: % Value 2021-2024
- Table 28 - Forecast Sales of Bath and Shower by Category: Value 2024-2029
- Table 29 - Forecast Sales of Bath and Shower by Category: % Value Growth 2024-2029
- Table 30 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2024-2029

Colour Cosmetics in Israel

KEY DATA FINDINGS

2024 DEVELOPMENTS

Easing of inflationary pressures helps to lift overall demand
L'Oréal continues to lead colour cosmetics in 2024
Beauty specialists remains the most important distribution channel

PROSPECTS AND OPPORTUNITIES

Steady growth in total volume and current value sales projected
Import reforms could stimulate greater price competition
Health and ethical concerns will continue to shape new product development

CATEGORY DATA

- Table 31 - Sales of Colour Cosmetics by Category: Value 2019-2024
- Table 32 - Sales of Colour Cosmetics by Category: % Value Growth 2019-2024
- Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2020-2024
- Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2021-2024
- Table 35 - LBN Brand Shares of Eye Make-up: % Value 2021-2024
- Table 36 - LBN Brand Shares of Facial Make-up: % Value 2021-2024
- Table 37 - LBN Brand Shares of Lip Products: % Value 2021-2024
- Table 38 - LBN Brand Shares of Nail Products: % Value 2021-2024
- Table 39 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2021-2024
- Table 40 - Forecast Sales of Colour Cosmetics by Category: Value 2024-2029
- Table 41 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2024-2029

Deodorants in Israel

KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising prices and economic uncertainty temper demand
Unilever strengthens its overall lead
Discounters remains the leading distribution channel

PROSPECTS AND OPPORTUNITIES

Rising average temperatures will reinforce necessity status of deodorants
Penetration of premium brands set to remain low
Interest in deodorants with a more natural positioning expected to increase

CATEGORY DATA

Table 42 - Sales of Deodorants by Category: Value 2019-2024
Table 43 - Sales of Deodorants by Category: % Value Growth 2019-2024
Table 44 - Sales of Deodorants by Premium vs Mass: % Value 2019-2024
Table 45 - NBO Company Shares of Deodorants: % Value 2020-2024
Table 46 - LBN Brand Shares of Deodorants: % Value 2021-2024
Table 47 - LBN Brand Shares of Premium Deodorants: % Value 2021-2024
Table 48 - Forecast Sales of Deodorants by Category: Value 2024-2029
Table 49 - Forecast Sales of Deodorants by Category: % Value Growth 2024-2029
Table 50 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2024-2029

Depilatories in Israel

KEY DATA FINDINGS

2024 DEVELOPMENTS

Popularity of alternative hair removal solutions continues to depress demand
Procter & Gamble still the outright leader in depilatories
Pharmacies remains the top distribution channel

PROSPECTS AND OPPORTUNITIES

Depilatories will continue to show mixed results in volume and value terms
Penetration of premium products expected to remain negligible
Limited scope for innovation due to falling demand

CATEGORY DATA

Table 51 - Sales of Depilatories by Category: Value 2019-2024
Table 52 - Sales of Depilatories by Category: % Value Growth 2019-2024
Table 53 - Sales of Women's Razors and Blades by Type: % Value Breakdown 2020-2024
Table 54 - NBO Company Shares of Depilatories: % Value 2020-2024
Table 55 - LBN Brand Shares of Depilatories: % Value 2021-2024
Table 56 - Forecast Sales of Depilatories by Category: Value 2024-2029
Table 57 - Forecast Sales of Depilatories by Category: % Value Growth 2024-2029

Fragrances in Israel

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for fragrances slows as Israelis rein in discretionary spending
S Schestowitz retains overall lead thanks to its strength in the premium segment
Beauty specialists remains the most important distribution channel

PROSPECTS AND OPPORTUNITIES

Overall demand expected to pick up from 2026 onwards
Premium brands will continue to account for biggest share of sales

Interest in molecular fragrances set to rise

CATEGORY DATA

- Table 58 - Sales of Fragrances by Category: Value 2019-2024
- Table 59 - Sales of Fragrances by Category: % Value Growth 2019-2024
- Table 60 - NBO Company Shares of Fragrances: % Value 2020-2024
- Table 61 - LBN Brand Shares of Fragrances: % Value 2021-2024
- Table 62 - LBN Brand Shares of Premium Men's Fragrances: % Value 2021-2024
- Table 63 - LBN Brand Shares of Premium Women's Fragrances: % Value 2021-2024
- Table 64 - Forecast Sales of Fragrances by Category: Value 2024-2029
- Table 65 - Forecast Sales of Fragrances by Category: % Value Growth 2024-2029

Hair Care in Israel

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Overall demand remains stable as pricing pressures ease slightly
- Procter & Gamble continues to lead hair care
- Pharmacies still the top distribution channel

PROSPECTS AND OPPORTUNITIES

- Salon professional hair care set to show the fastest development
- Premium brands expected to gain ground
- Demand for natural and molecular products will continue to rise

CATEGORY DATA

- Table 66 - Sales of Hair Care by Category: Value 2019-2024
- Table 67 - Sales of Hair Care by Category: % Value Growth 2019-2024
- Table 68 - Sales of Hair Care by Premium vs Mass: % Value 2019-2024
- Table 69 - NBO Company Shares of Hair Care: % Value 2020-2024
- Table 70 - NBO Company Shares of Salon Professional Hair Care: % Value 2020-2024
- Table 71 - LBN Brand Shares of Hair Care: % Value 2021-2024
- Table 72 - LBN Brand Shares of Colourants: % Value 2021-2024
- Table 73 - LBN Brand Shares of Salon Professional Hair Care: % Value 2021-2024
- Table 74 - LBN Brand Shares of Styling Agents: % Value 2021-2024
- Table 75 - LBN Brand Shares of Premium Hair Care: % Value 2021-2024
- Table 76 - Forecast Sales of Hair Care by Category: Value 2024-2029
- Table 77 - Forecast Sales of Hair Care by Category: % Value Growth 2024-2029
- Table 78 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2024-2029

Men's Grooming in Israel

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising image-consciousness among Israeli men continues to boost demand
- S Schestowitz retains overall lead in men's grooming
- Beauty specialists remains the top distribution channel in value terms

PROSPECTS AND OPPORTUNITIES

- Outlook for men's grooming remains positive
- Premium options expected to become more popular
- Products with higher concentrations of natural ingredients set to perform strongly

CATEGORY DATA

- Table 79 - Sales of Men's Grooming by Category: Value 2019-2024
- Table 80 - Sales of Men's Grooming by Category: % Value Growth 2019-2024
- Table 81 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2021-2024
- Table 82 - Sales of Men's Skin Care by Type: % Value Breakdown 2021-2024
- Table 83 - NBO Company Shares of Men's Grooming: % Value 2020-2024
- Table 84 - LBN Brand Shares of Men's Grooming: % Value 2021-2024
- Table 85 - LBN Brand Shares of Men's Razors and Blades: % Value 2021-2024
- Table 86 - Forecast Sales of Men's Grooming by Category: Value 2024-2029
- Table 87 - Forecast Sales of Men's Grooming by Category: % Value Growth 2024-2029

Oral Care in Israel

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising health awareness tempers negative impact of difficult economic climate
- Popularity of Colgate brand underpins commanding lead of S Schestowitz
- Discounters remains the most important distribution channel

PROSPECTS AND OPPORTUNITIES

- Overall demand expected to remain stable
- Mass products will continue to dominate oral care
- More players likely to launch child-specific varieties

CATEGORY DATA

- Table 88 - Sales of Oral Care by Category: Value 2019-2024
- Table 89 - Sales of Oral Care by Category: % Value Growth 2019-2024
- Table 90 - Sales of Toothbrushes by Category: Value 2019-2024
- Table 91 - Sales of Toothbrushes by Category: % Value Growth 2019-2024
- Table 92 - Sales of Toothpaste by Type: % Value Breakdown 2020-2024
- Table 93 - NBO Company Shares of Oral Care: % Value 2020-2024
- Table 94 - LBN Brand Shares of Oral Care: % Value 2021-2024
- Table 95 - LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2021-2024
- Table 96 - LBN Brand Shares of Toothpaste: % Value 2021-2024
- Table 97 - Forecast Sales of Oral Care by Category: Value 2024-2029
- Table 98 - Forecast Sales of Oral Care by Category: % Value Growth 2024-2029
- Table 99 - Forecast Sales of Toothbrushes by Category: Value 2024-2029
- Table 100 - Forecast Sales of Toothbrushes by Category: % Value Growth 2024-2029

Skin Care in Israel

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Influencers continue to encourage adoption of more elaborate skin care routines
- L'Oréal maintains overall lead in skin care
- Pharmacies still the top distribution channel

PROSPECTS AND OPPORTUNITIES

- Growth in volume and current value sales set to remain robust
- Interest in premium products expected to continue rising
- Natural ingredients will remain a key area for innovation

CATEGORY DATA

- Table 101 - Sales of Skin Care by Category: Value 2019-2024
- Table 102 - Sales of Skin Care by Category: % Value Growth 2019-2024
- Table 103 - NBO Company Shares of Skin Care: % Value 2020-2024
- Table 104 - LBN Brand Shares of Skin Care: % Value 2021-2024
- Table 105 - LBN Brand Shares of Basic Moisturisers: % Value 2021-2024
- Table 106 - LBN Brand Shares of Anti-agers: % Value 2021-2024
- Table 107 - LBN Brand Shares of Firming Body Care: % Value 2021-2024
- Table 108 - LBN Brand Shares of General Purpose Body Care: % Value 2021-2024
- Table 109 - LBN Brand Shares of Premium Skin Care: % Value 2021-2024
- Table 110 - Forecast Sales of Skin Care by Category: Value 2024-2029
- Table 111 - Forecast Sales of Skin Care by Category: % Value Growth 2024-2029

Sun Care in Israel

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising health awareness continues to lift overall demand
- Domestic producer Dr Fischer maintains commanding lead
- Increased price sensitivity favours discounters channel

PROSPECTS AND OPPORTUNITIES

- Health concerns will continue to support strong growth in volume and value terms
- Mass segment set to remain dominant
- High levels of new product development activity expected

CATEGORY DATA

- Table 112 - Sales of Sun Care by Category: Value 2019-2024
- Table 113 - Sales of Sun Care by Category: % Value Growth 2019-2024
- Table 114 - NBO Company Shares of Sun Care: % Value 2020-2024
- Table 115 - LBN Brand Shares of Sun Care: % Value 2021-2024
- Table 116 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024
- Table 117 - Forecast Sales of Sun Care by Category: Value 2024-2029
- Table 118 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

Premium Beauty and Personal Care in Israel

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Overall demand slows amidst continued price hikes and economic uncertainty
- Premium fragrances still the largest of the main categories in value terms
- S Schestowitz Ltd continues to lead the premium segment

PROSPECTS AND OPPORTUNITIES

- Demand should pick up as economic climate improves
- Premium skin care will continue to profit from strong brand loyalty
- Products with natural ingredients and molecular formulas set to perform well

CATEGORY DATA

- Table 119 - Sales of Premium Beauty and Personal Care by Category: Value 2019-2024
- Table 120 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 121 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024

Table 122 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024

Table 123 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2024-2029

Table 124 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2024-2029

Mass Beauty and Personal Care in Israel

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mass categories profit from increased budget-consciousness among consumers

Cosmopharm remains the overall leader

Appetite for experimentation and influencer recommendations help to boost sales

PROSPECTS AND OPPORTUNITIES

Demand for mass products expected to remain robust

Rising image- and health-consciousness bode well for mass skin care

Interest in products with a more natural positioning set to increase

CATEGORY DATA

Table 125 - Sales of Mass Beauty and Personal Care by Category: Value 2019-2024

Table 126 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2019-2024

Table 127 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2020-2024

Table 128 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2021-2024

Table 129 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2024-2029

Table 130 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2024-2029

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-israel/report.