



Skin Care in Croatia

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

INDUSTRY PERFORMANCE

Facial Care Leads Value Growth Driven by Premiumisation and Longevity Focus

Asia-Influence, Clean Beauty and Longevity Drive Demand

Chart 1 - Korean Science-Backed Hand & Body Lotion by Herbalife Debuts the Market in 2025

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Tourism and E-Commerce Fuel Sustained Growth Amid Demographic Challenges

Facial Care Not Only Leader but Is Also Expected to Be the Fastest Growing Category

Advances in Microbiome Science and Smart Technology Reshape Product Innovation and Competition

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Dominance Amid Moderate Share Shifts

Corporate Activity Reshapes the Skincare Landscape

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Specialist Retailers Lead Skincare Distribution

Emerging Online and Specialist Retailers Drive Innovation and Consumer Engagement

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Skin Care

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Skin Care

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Croatia - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Development

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Steady Growth in Retail Value Amid Cautious Consumer Spending and Inflationary Pressures
Skin Care Leads Retail Value with Rising Demand for Advanced, Wellness-Focused Products
Brands Leverage Lifestyle and Longevity Trends to Innovate and Engage Discerning Consumers
Chart 18 - New Body Hugs Collection From Afrodita
Chart 19 - Value Sales 2020-2030
Chart 20 - Volume Sales 2020-2030
Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Croatian Consumers Balance Cautious Spending with Steady Category Growth
Chart 22 - Market Insight for Beauty and Personal Care
Skin Care Leads Growth While Demand for Sun Care Is Rising Fast
Innovative Technologies and Wellness Reshape Croatia'S Beauty Landscape
Chart 23 - Forecast Value Sales 2020-2030
Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'oréal and Beiersdorf Consolidate Leadership through Diverse Brand Portfolios
Acquisitions, Launches, and Business Imperatives Shape the Beauty Landscape
Chart 25 - Company Shares 2025
Chart 26 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Maintain Leaderhips as E-Commerce Growth Moderates
Online Retail Innovation Shapes Consumer Access and Product Availability in 2026
Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Beauty and Personal Care
Chart 29 - Real Gdp Growth 2020-2030
Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Beauty and Personal Care
Chart 32 - Population 2020-2030
Chart 33 - Consumer Expenditure 2020-2030
Chart 34 - 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/skin-care-in-croatia/report.