



Euromonitor
International

Beauty and Personal Care in France

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

Steady Value Growth Despite Slower Volume Expansion Amid Evolving Consumer Behaviour

Chart 2 - Lancôme Absolué Longevity Cream

Skin Care Leads Value Sales While Premium Sun Care and Fragrances Accelerate Growth

Chart 3 - Melvita Floral Bouquet Cleanser

L'Oréal Drives Sustainability and Clean Beauty Mainstreaming with Refill Initiatives

Chart 4 - L'oreal's #Jointherefillmovement Campaign

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Premiumisation Specialised Products Drive Steady Growth to 2030

Technology and Longevity Reshape Consumer Engagement and Product Offerings

Chart 8 - Analyst Insight for Beauty and Personal Care

Brands Embrace Clean Ingredients and Sustainability to Meet Evolving Consumer Demands

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Positions Amid Gradual Market Consolidation

Major Acquisition and Emerging Natural Brands Reshape Competitive Dynamics

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead as Specialised Retail Expands and Grocery Declines

E-Commerce Growth Accelerates with Convenience and Social Media Driving Sales

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

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Baby and Child-Specific Products

INDUSTRY PERFORMANCE

French Parents Shift to Premium Products Amid Birth Rate Decline

Chart 22 - Mustela Family Sun Care Stick

Baby Wipes Lead Volume Sales While Sun Care Drives Value Growth

Chart 23 - Babyléna Organic Baby Skin Care

Mustela and La Rosée Lead with Family Focus and Sustainability

Chart 24 - La Rosée Baby Wash Refill

Chart 25 - Value Sales 2020-2030

Chart 26 - Volume Sales 2020-2030

Chart 27 - Value Sales by Category 2025

WHAT'S NEXT?

Parents Invest in Premium Products Amid Stable Birth Rates and Cautious Spending

Baby Wipes Maintain Volume Leadership While Sun Care Leads Value Growth

Manufacturers Adopt Sustainability and Natural Ingredients to Capture Evolving Parent Preferences

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Positions through Local Trust and Scientific Credibility

Emerging French Brands Leverage Transparency and Sustainability to Gain Consumer Loyalty

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

CHANNELS

Pharmacies Lead Retail Sales as Supermarkets Decline Amid Premiumisation

Retail E-Commerce Expands Rapidly Driven by Convenience and Product Variety

Chart 32 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Baby and Child-Specific Products

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Baby and Child-Specific Products

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bath and Shower in France](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

KEY INDUSTRY TRENDS

Chart 40 - Key Industry Trends for Bath and Shower

INDUSTRY PERFORMANCE

Value Decline in 2025 Driven by Shifting Consumer Preferences and Economic Factors

Chart 41 - Ushuaïa Shower Gel

Bar Soap Retains Leadership Despite Volume Decline Amid Sustainability Shift

Chart 42 - Weleda Shower Gel

Brands Advance Sustainability and Skin Care Innovation to Meet Evolving Consumer Demands

Chart 43 - Yves Rocher Solid Shower Gel

Chart 44 - Value Sales 2020-2030

Chart 45 - Volume Sales 2020-2030

Chart 46 - Value Sales by Category 2025

WHAT'S NEXT?

Premiumisation Drives Long-Term Value Growth

Small French Brands Pioneer Sustainability and Longevity to Engage Discerning Consumers

Clean Beauty and Wellness Focus Shape Bath and Shower

Chart 47 - Forecast Value Sales 2020-2030

Chart 48 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Local Brands Innovate to Maintain Lead Amid Promotional Constraints

Niche Brands Leverage Sustainability and Innovation to Capture Emerging Demand

Chart 49 - Company Shares 2025

Chart 50 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Retain Lead as E-Commerce Grows Steadily

E-Commerce Expands Access to Niche Products While Complementing Offline Retail

Chart 51 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 52 - Economic Context for Bath and Shower

Chart 53 - Real Gdp Growth 2020-2030

Chart 54 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 55 - Consumer Context for Bath and Shower

Chart 56 - Population 2020-2030

Chart 57 - Consumer Expenditure 2020-2030

Chart 58 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Colour Cosmetics in France](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

KEY INDUSTRY TRENDS

Chart 59 - Key Industry Trends for Colour Cosmetics

INDUSTRY PERFORMANCE

Premium Brands Drive Value Growth among Younger Consumers

Chart 60 - La Beaute Cosmetics

Eye Make-Up Makes up Largest Category, While Multifunctionality Drives Sales in Facial Make-Up

Chart 61 - La Bouche Rouge Refillable Blush Stick

French Luxury and Niche Brands Champion Sustainability with Refillable Innovations

Chart 62 - Cc Cream by Erborian

Chart 63 - Value Sales 2020-2030

Chart 64 - Volume Sales 2020-2030

Chart 65 - Value Sales by Category 2025

WHAT'S NEXT?

Premiumisation and Multifunctionality Drive Sustained Growth in Retail Value

French Consumers Embrace Clean Beauty and Technology-Enhanced Experiences

Inclusivity and Asian Beauty Reshape Brand Strategies and Consumer Loyalty

Chart 66 - Forecast Value Sales 2020-2030

Chart 67 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Consolidate Dominance Amid Shifting Retail Dynamics

Strategic Portfolio Adjustments and Innovation Fuel Future Growth Potential

Chart 68 - Company Shares 2025

Chart 69 - Brand Shares 2025

CHANNELS

Retail E-Commerce Outpaces Specialists to Lead Colour Cosmetic Sales

E-Commerce Solidifies Dominance through Technology and Targeted Strategies

Chart 70 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 71 - Economic Context for Colour Cosmetics

Chart 72 - Real Gdp Growth 2020-2030

Chart 73 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 74 - Consumer Context for Colour Cosmetics

Chart 75 - Population 2020-2030

Chart 76 - Consumer Expenditure 2020-2030

Chart 77 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Deodorants in France](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

KEY INDUSTRY TRENDS

Chart 78 - Key Industry Trends for Deodorants

INDUSTRY PERFORMANCE

Value Stagnation Reflects Changing Consumer Preferences and Premiumisation Trends

Deodorant Sprays Experience Decline, While Creams Drive Dynamic Growth

Chart 79 - La Rosée Refillable Probiotic Deodorant

Natural Ingredient Innovation and Regulatory Transparency Reshape Product Offerings

Chart 80 - Sanoflore Clean Label Deodorant

Chart 81 - Value Sales 2020-2030

Chart 82 - Volume Sales 2020-2030

Chart 83 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Brands and Natural Innovation Lead Value Growth

Deodorant Sprays Remain Largest Category, While Creams Drive Fastest Growth

Chart 84 - Respire Organic Deodorant Stick

Small French Brands and Sustainability Innovations Reshape Product Offerings

Chart 85 - Forecast Value Sales 2020-2030

Chart 86 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Legacy Multinational Brands Sustain Dominance through Consumer Loyalty and Effectiveness

Chart 87 - Company Shares 2025

Chart 88 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Dominance Amid Shift to Specialised Hygiene Stores

Retail E-Commerce Expands Slowly Due to Experiential Product Needs

Chart 89 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 90 - Economic Context for Deodorants

Chart 91 - Real Gdp Growth 2020-2030

Chart 92 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 93 - Consumer Context for Deodorants

Chart 94 - Population 2020-2030

Chart 95 - Consumer Expenditure 2020-2030

Chart 96 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Depilatories in France](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

French Depilatories Face Decline Amid Changing Consumer Preferences and Competition

Chart 97 - Acorelle Wax Strips

Hair Removers/Bleaches Dominate Despite Decline

Chart 98 - Bic Soleil Escape Razor

Brands Embrace Natural Ingredients and Self-Care Positioning to Reinvigorate Depilatories

Chart 99 - Nair Hair Removal Cream

Chart 100 - Value Sales 2020-2030

Chart 101 - Volume Sales 2020-2030

Chart 102 - Value Sales by Category 2025

WHAT'S NEXT?

French Consumers Shift to Permanent and Natural Hair Removal Methods

Hair Removers/Bleaches Maintains Dominance While Women's Pre-Shave Faces Decline

Manufacturers Innovate with Natural, Unisex and Ritualistic Self-Care Products

Chart 103 - Forecast Value Sales 2020-2030

Chart 104 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Multinationals Consolidate Control Amid Limited Market Dynamism

Chart 105 - Company Shares 2025

Chart 106 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Dominance as Consumers Prioritise Convenience and Value

Retail E-Commerce Grows Modestly, Limited by Lack of Specialist Online Presence

Chart 107 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 108 - Economic Context for Depilatories

Chart 109 - Real Gdp Growth 2020-2030

Chart 110 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 111 - Consumer Context for Depilatories

Chart 112 - Population 2020-2030

Chart 113 - Consumer Expenditure 2020-2030

Chart 114 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Fragrances in France](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

KEY INDUSTRY TRENDS

Chart 115 - Key Industry Trends for Fragrances

INDUSTRY PERFORMANCE

Steady Value Growth Driven by Tradition and Innovation Amid Economic Pressures

Chart 116 - Maison Crivelli Cuir Infrarouge

Premium Fragrances Lead Value Sales, with Mass Fragrances Showing Stronger Performance

Chart 117 - Lancôme Idôle Power Refillable Range

Glossier Innovates with Experience and Digital Engagement

Chart 118 - Glossier Fleur Perfume

Chart 119 - Value Sales 2020-2030

Chart 120 - Volume Sales 2020-2030

Chart 121 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Fragrances Drive Value Growth While Mass Fragrances Expand Dynamically

Niche Artisanal Brands and Sustainability Trends Reshape Consumer Preferences

Chart 122 - Analyst Insight for Fragrances

Innovation and Digital Engagement Drive New Business Models and Consumer Loyalty

Chart 123 - Forecast Value Sales 2020-2030

Chart 124 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Luxury and Premium Houses Consolidate Dominance Amid Emerging Affordable Players

Strategic Acquisitions and Innovative Launches Reshape Brand Portfolios and Growth Paths

Chart 125 - Company Shares 2025

Chart 126 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead Offline Sales While Online Channels Grow Rapidly

E-Commerce Expansion Challenges Offline Dominance with Tailored and Tech-Enabled Offerings

Chart 127 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 128 - Economic Context for Fragrances

Chart 129 - Real Gdp Growth 2020-2030

Chart 130 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 131 - Consumer Context for Fragrances

Chart 132 - Population 2020-2030

Chart 133 - Consumer Expenditure 2020-2030

Chart 134 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hair Care in France](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

KEY INDUSTRY TRENDS

Chart 135 - Key Industry Trends for Hair Care

INDUSTRY PERFORMANCE

Steady Growth Driven by Premium Innovation and Evolving Consumer Behaviour

Chart 136 - Yves Rocher Scape Serum

Salon Professional Hair Care Leads Value Growth as Mass Segment Faces Challenges

Chart 137 - Aroma Zone Hair Serum

French Brands Harness Personalisation and Natural Ingredients to Capture Evolving Demand

Chart 138 - Purepousse Vegan Range

Chart 139 - Value Sales 2020-2030

Chart 140 - Volume Sales 2020-2030

Chart 141 - Value Sales by Category 2025

WHAT'S NEXT?

Steady Value Growth Supported by Evolving Consumer Preferences and Economic Fundamentals

Salon Professional Hair Care Leads Growth

Chart 142 - Analyst Insight for Hair Care

Personalisation and Natural Ingredients Reshape Product Innovation and Consumer Loyalty

Chart 143 - Forecast Value Sales 2020-2030

Chart 144 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'oréal Sa Leads through Diverse Portfolios and Innovation

L'oréal Sa'S Acquisition of Color Wow and Premium Launches Drive Market Expansion

Chart 145 - Company Shares 2025

Chart 146 - Brand Shares 2025

CHANNELS

Grocery Retailers Remain Dominant While Specialist Channels Capture Growth

Retail E-Commerce Accelerates Growth with Niche and Specialised Hair Care Products

Chart 147 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 148 - Economic Context for Hair Care

Chart 149 - Real Gdp Growth 2020-2030

Chart 150 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 151 - Consumer Context for Hair Care

Chart 152 - Population 2020-2030

Chart 153 - Consumer Expenditure 2020-2030

Chart 154 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Men's Grooming in France](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

INDUSTRY PERFORMANCE

Younger Consumers Drive Growth with Wellness Focus and Digital Engagement

Chart 155 - Horace Website

Men's Fragrances Lead Sales with Demand for Smaller, Versatile Formats

Nuxe'S Clean Plant-Based Range Exemplifies Mainstreaming of Clean Beauty

Chart 156 - Nuxe Men's Boost

Chart 157 - Value Sales 2020-2030

Chart 158 - Volume Sales 2020-2030

Chart 159 - Value Sales by Category 2025

WHAT'S NEXT?

Premium and Mass Fragrances Drive Sustained Growth While Shaving Declines

Commitments to Sustainability Reshape Product Development and Packaging

Digital Engagement and Technology Enable Personalised Grooming Experiences

Chart 160 - Forecast Value Sales 2020-2030

Chart 161 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Multinationals Adapt to Shifting Shares Amid Steady Concentration

Chart 162 - Company Shares 2025

Chart 163 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead While E-Commerce Shows Fastest Growth in Retail

Consumers Seek Expertise and Personalised Experiences in Grooming Purchases

Chart 164 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 165 - Economic Context for Men's Grooming

Chart 166 - Real Gdp Growth 2020-2030

Chart 167 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 168 - Consumer Context for Men's Grooming

Chart 169 - Population 2020-2030

Chart 170 - Consumer Expenditure 2020-2030

Chart 171 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Oral Care in France](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

KEY INDUSTRY TRENDS

Chart 172 - Key Industry Trends for Oral Care

INDUSTRY PERFORMANCE

Value Growth Masks Volume Decline as French Consumers Adopt Premium Oral Hygiene

Chart 173 - Colgate Total Preventative System

Toothpaste Dominates Value While Dental Floss Gains Momentum among French Buyers

Chart 174 - 900.Care Chewable Toothpaste Tablets

Sustainability and Clean Beauty Demand Reshape Oral Hygiene

Chart 175 - Smilist Toothpaste

Chart 176 - Value Sales 2020-2030

Chart 177 - Volume Sales 2020-2030

Chart 178 - Value Sales by Category 2025

WHAT'S NEXT?

French Consumers Embrace Premium and Personalised Oral Hygiene for Sustained Growth

Toothpaste Remains the Biggest Category While Electric Toothbrushes Lead Dynamic Growth

Natural Ingredients and Sustainability Reshapes Product Development

Chart 179 - Forecast Value Sales 2020-2030

Chart 180 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Multinational Companies Maintain Lead While Sustainability Reshapes Competition

Emerging Local Brands Leverage Sustainability and French Design to Challenge Incumbents

Chart 181 - Company Shares 2025

Chart 182 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead While E-Commerce Grows Rapidly

Digital Platforms Expand Reach with Niche and Convenience-Driven Oral Care Offerings

Chart 183 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 184 - Economic Context for Oral Care

Chart 185 - Real Gdp Growth 2020-2030

Chart 186 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 187 - Consumer Context for Oral Care

Chart 188 - Population 2020-2030

Chart 189 - Consumer Expenditure 2020-2030

Chart 190 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Skin Care in France](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

KEY INDUSTRY TRENDS

Chart 191 - Key Industry Trends for Skin Care

INDUSTRY PERFORMANCE

Premium and K-Beauty Brands Drive Sustained Growth in Skin Care Value

Chart 192 - Caudalie Premier Cru Cream

Facial Care Leads Sales with Anti-Aging and Scientific Efficacy Focus

Chart 193 - Torriden Cellmazing Serum

Clean Beauty and Ingredient Transparency Reshape Product Development and Demand

Chart 194 - Laboratoires Novexpert Acne Serum

Chart 195 - Value Sales 2020-2030

Chart 196 - Volume Sales 2020-2030

Chart 197 - Value Sales by Category 2025

WHAT'S NEXT?

Pharmacy-Led Premiumisation and Ai Technology Drive Skin Care Growth

Facial Care Sustains Leadership While Skin Care Sets Gain Fastest Growth

Chart 198 - Analyst Insight for Skin Care

Clean Beauty and Natural Ingredients Reshape Formulations and Consumer Trust

Chart 199 - Forecast Value Sales 2020-2030

Chart 200 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'oréal Maintains Position through Strong Brand Portfolio While Niche Brands Accelerate Growth

L'oréal's Acquisitions Expand Premium Foothold and Open Growth Avenues

Chart 201 - Company Shares 2025

Chart 202 - Brand Shares 2025

CHANNELS

Pharmacies Lead with Specialist Retail Shaping Consumer Choices
Retail E-Commerce Grows as Amazon and Sephora Enhance Online Experience
Chart 203 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 204 - Economic Context for Skin Care
Chart 205 - Real Gdp Growth 2020-2030
Chart 206 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 207 - Consumer Context for Skin Care
Chart 208 - Population 2020-2030
Chart 209 - Consumer Expenditure 2020-2030
Chart 210 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Sun Care in France](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

KEY INDUSTRY TRENDS

Chart 211 - Key Industry Trends for Sun Care

INDUSTRY PERFORMANCE

Premium Innovation and Consumer Demand Drive Year-Round Growth
Adult Sun Care Dominates Sales Driven by Premium and Multifunctional Offerings
Chart 212 - Respecteuse Ultra Clean Spf50
French Brands Pioneer Clean, Organic Formulas Amid Regulatory Pressure
Chart 213 - Anthelios Anti-Dark Spot Fluid
Chart 214 - Value Sales 2020-2030
Chart 215 - Volume Sales 2020-2030
Chart 216 - Value Sales by Category 2025

WHAT'S NEXT?

Younger Consumers and Premium Demand Fuel Steady Growth
Adult Sun Care Maintains Dominance While Baby and Child-Specific Segment Accelerates
Longevity, Asian Influence and Sustainability Reshape Product Development
Chart 217 - Forecast Value Sales 2020-2030
Chart 218 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Pharmacy Brands Sustain Dominance Amid Moderate Share Shifts
Chart 219 - Company Shares 2025
Chart 220 - Brand Shares 2025

CHANNELS

Pharmacies Lead Retail Sales as Grocery Share Declines Amid Premium Shift
Limited but Growing Retail E-Commerce Reflects Consumer Preference for Expert Guidance
Chart 221 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 222 - Economic Context for Sun Care

Chart 223 - Real Gdp Growth 2020-2030

Chart 224 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 225 - Consumer Context for Sun Care

Chart 226 - Population 2020-2030

Chart 227 - Consumer Expenditure 2020-2030

Chart 228 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Premium Beauty and Personal Care in France

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

KEY INDUSTRY TRENDS

Chart 229 - Key Industry Trends for Premium Beauty and Personal Care

INDUSTRY PERFORMANCE

Steady Growth Driven by Premiumisation and Consumer Expenditure Trends

Premium Fragrances Lead Value with Sun Care Driving Dynamic Growth

Neurae's Harmonie Sleeping Mask Exemplifies Lifestyle-Driven Beauty Trend

Chart 230 - Harmonie Sleeping Mask

Chart 231 - Value Sales 2020-2030

Chart 232 - Value Sales by Category 2025

WHAT'S NEXT?

Steady Value Growth Driven by Consumer Trade-Up and Measured Purchasing

Premium Fragrances Maintain Lead While Hair Care Sees Dynamic Growth

French Consumers Embrace Personalisation and Sustainability, Shaping Innovation

Chart 233 - Forecast Value Sales 2020-2030

Chart 234 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Positions with Varied Share Trajectories

Chart 235 - Company Shares 2025

Chart 236 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 237 - Economic Context for Premium Beauty and Personal Care

Chart 238 - Real Gdp Growth 2020-2030

Chart 239 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 240 - Consumer Context for Premium Beauty and Personal Care

Chart 241 - Population 2020-2030

Chart 242 - Consumer Expenditure 2020-2030

Chart 243 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

KEY INDUSTRY TRENDS

Chart 244 - Key Industry Trends for Mass Beauty and Personal Care

INDUSTRY PERFORMANCE

French Consumers Prioritise Premiumisation and Specialised Retail Channels Amid Value Stagnation

Mass Skin Care Leads Value with Innovation While Mass Fragrances Sees Dynamic Growth

Aroma Zone Pioneers Clean Make-Up, Reinforcing Clean Reimagined Trend

Chart 245 - Aroma Zone Hyaluronic Acid Compact Powder

Chart 246 - Value Sales 2020-2030

Chart 247 - Value Sales by Category 2025

WHAT'S NEXT?

Specialised Mass Products Drive Steady Growth Amid Demographic Shifts

Mass Skin Care Remains Largest Category, While Mass Fragrances Growth Driven by Lifestyle Preferences

Sustainability and Natural Ingredients Reshape Product Development and Consumer Appeal

Chart 248 - Forecast Value Sales 2020-2030

Chart 249 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Consolidate Dominance through Diversified Brands and Multi-Channel Reach

Chart 250 - Company Shares 2025

Chart 251 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 252 - Economic Context for Mass Beauty and Personal Care

Chart 253 - Real Gdp Growth 2020-2030

Chart 254 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 255 - Consumer Context for Mass Beauty and Personal Care

Chart 256 - Population 2020-2030

Chart 257 - Consumer Expenditure 2020-2030

Chart 258 - 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-france/report.