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# Beauty and Personal Care in Germany

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PROSPECTS AND OPPORTUNITIES

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## PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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- Health and beauty specialists lead men's grooming distribution as variety stores and retail e-commerce gain ground

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PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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Health and personal care stores lead sales, while retail e-commerce gains further ground

### PROSPECTS AND OPPORTUNITIES

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Wellbeing and personalisation drive sales of premium beauty and personal care in Germany

L'Oréal Deutschland continues to lead premium beauty and personal care in 2024

Consumers continue to value premium beauty and personal care products

### PROSPECTS AND OPPORTUNITIES

Premium beauty and personal care will continue to attract the middle classes

Dermocosmetics is expected to continue its positive trajectory

The concept of affordable premium will rise, as consumers appreciate high-quality ingredients at lower prices

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Mass Beauty and Personal Care in Germany

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- Beiersdorf maintains its top position thanks to its flagship brand Nivea
- Growing demand for dermocosmetics boosts growth for mass beauty and personal care

PROSPECTS AND OPPORTUNITIES

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