



# Mass Beauty and Personal Care in the Netherlands

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## Mass Beauty and Personal Care in the Netherlands - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Mass Beauty and Personal Care Sales Advance Amid Premiumisation and Price Growth

#### INDUSTRY PERFORMANCE

Mass Beauty and Personal Care Sales Advance Amid Premiumisation and Price Growth

Mass Hair Care Leads Sales While Mass Adult Sun Care Grows Fastest

Dove Advances Sustainability with New Recyclable Deodorant Packaging

Chart 1 - Dove Advanced Care

Chart 2 - Value Sales 2020-2030

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#### WHAT'S NEXT?

Consumers to Extend Beauty Routines, Driving Value Growth Despite Price Fatigue

Mass Hair Care to Remain Dominant While Skin Care Products Grow Fastest

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Leading Manufacturers Strengthen Positions Amid Shifting Competitive Dynamics

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Steady Growth Driven by Consumer Willingness to Spend and Digital Innovation

### KEY DATA INSIGHTS

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Steady Growth Driven by Consumer Willingness to Spend and Digital Innovation

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/mass-beauty-and-personal-care-in-the-netherlands/report](http://www.euromonitor.com/mass-beauty-and-personal-care-in-the-netherlands/report).

