



Euromonitor
International

Mass Beauty and Personal Care in the Czech Republic

May 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Czech Consumers Balance Price Sensitivity with Demand for Effective Products

Mass Skin Care Leads with Strong Growth Driven by K-Beauty Influence

Accessible Efficacy Trend Boosts Mass Beauty Growth

Chart 1 - Efficacy Plays Important Role Across Mass Market Beauty Products

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Balance Affordability with Demand for Efficacious Products Boosting Growth

Brands to Leverage Innovation and Digital Channels to Meet Evolving Consumer Demands

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Consolidate Lead Amid Growing Market Concentration

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Mass Beauty and Personal Care

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Mass Beauty and Personal Care

Chart 12 - Population 2020-2030

Chart 13 - Consumer Expenditure 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Consumers Balance Price Sensitivity with Selective Premiumisation

Digitalisation Drives Strong Performance in Skin Care and Colour Cosmetics

Chart 16 - AI-Driven Personalisation Redefines Beauty Discovery And E-commerce In The Czech Republic

Chart 17 - Czech Consumers Seek Daily Beauty Products Aligned To Their Lifestyle

Brands Leverage Premiumisation and Clean Formulations to Capture Lifestyle-Focused Consumers

Chart 18 - Natural Beauty Gains Ground As Consumers Prioritise Transparency And Plant-Based Products

Chart 19 - Value Sales 2020-2030

Chart 20 - Volume Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Czech Consumers to Balance Price Sensitivity with Selective Premium Spending

Chart 22 - Analyst Insight for Beauty and Personal Care

Skin Care to Lead Value and Drive Growth

Brands to Embrace Clean Beauty and Ai Personalisation to Meet Evolving Consumer Expectations

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Consolidate Position Amid Emerging Challengers Reshaping Market Dynamics

Strategic Acquisitions Catalyse Growth Opportunities for Diverse Market Players

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead through Expansion and Strong Portfolios

Innovative Retail Concepts Drive Premium and Omnichannel Experiences

Notino and Digital Tools Propel Online Shopping Expansion

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/mass-beauty-and-personal-care-in-the-czech-republic/report.