



Beauty and Personal Care in North Macedonia

June 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

North Macedonia'S Beauty and Personal Care Value Growth Defies Demographic Challenges

Skin Care Leads Value Sales as Premiumisation and Wellness Drive Demand

Ignea Kozmetika'S Leda Lux Divine Cream Exemplifies Longevity-Driven Premium Innovation

Chart 1 - Leda Lux Divine Cream within Anti-Agers Gets Shortlisted for a 2025 European Award

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Leading Companies Expected to Innovate to Sustain Growth Amid Demographic Decline

Skin Care Set to Lead Value Sales, Driven by Premiumisation and Wellness Focus

Technology and Premiumisation Anticipated to Shape Innovation and Sales Strategies

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Their Positions through Diversified Portfolios and Innovation

Emerging Brands and Strategic Innovations Fuel Competitive Dynamics and Growth Opportunities

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Modern Grocery Retailers Consolidate Dominance through Wide Assortments and Competitive Pricing

Digital Transformation and Asian Beauty Drive Retail Evolution

Leading Online Retailers Expand Regional Reach to Capitalise on Growing Demand

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Beauty and Personal Care

Chart 11 - Real GDP Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Beauty and Personal Care

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Baby and Child-Specific Products in North Macedonia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

Premiumisation and Diversification Drive Growth Amid Demographic Decline
Baby Wipes Dominate Retail Sales, While Sun Care Leads Dynamic Growth
Brands Leverage Clean Beauty and E-Commerce to Capture Premium Niche

Chart 17 - Value Sales 2020-2030

Chart 18 - Volume Sales 2020-2030

Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Prioritise Affordability Amid Demographic Challenges
Baby Wipes Set to Sustain Dominance, While Sun Care Surges in Growth
Premiumisation and E-Commerce Anticipated to Transform Product Innovation and Distribution

Chart 20 - Forecast Value Sales 2020-2030

Chart 21 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Reinforce Positions through Trusted Brands and Innovation

Chart 22 - Company Shares 2025

Chart 23 - Brand Shares 2025

CHANNELS

Pharmacies Lead Distribution as Consumers Seek Professional Guidance
Specialised Online Retailers and Pharmacies Accelerate E-Commerce Growth

Chart 24 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 25 - Economic Context for Baby and Child-Specific Products

Chart 26 - Real GDP Growth 2020-2030

Chart 27 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 28 - Consumer Context for Baby and Child-Specific Products

Chart 29 - Population 2020-2030

Chart 30 - Consumer Expenditure 2020-2030

Chart 31 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bath and Shower in North Macedonia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

INDUSTRY PERFORMANCE

Strong Economic Growth and Evolving Consumer Wellness Drive Sales Expansion
Bar Soap Leads in Sales, While Spa-Inspired Products Capture Growth Momentum
Chart 32 - Spa-Inspired Bath and Shower Products Are Gaining Traction
Organic and Spa-Inspired Brands Embrace Wellness to Reshape Consumer Expectations

Chart 33 - Value Sales 2020-2030

Chart 34 - Volume Sales 2020-2030

Chart 35 - Value Sales by Category 2025

WHAT'S NEXT?

Manufacturers Expected to Innovate with Natural Products to Sustain Growth

Bar Soap Set to Remain the Largest, While Body Wash/Shower Gel Grows Rapidly

Premiumisation and Sustainability Trends Anticipated to Drive Product Innovation and Competitive Advantage

Chart 36 - Forecast Value Sales 2020-2030

Chart 37 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Positions Amid Steady Concentration Trends

Dm-Drogerie Markt Doel Expands Presence, While Unilever'S Acquisition Shapes Future Dynamics

Chart 38 - Company Shares 2025

Chart 39 - Brand Shares 2025

CHANNELS

Supermarkets Lead Distribution as Modern Retail Drives Bath and Shower Sales

E-Commerce and Specialist Online Retailers Expand Reach with Natural and Korean Cosmetics

Chart 40 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 41 - Economic Context for Bath and Shower

Chart 42 - Real GDP Growth 2020-2030

Chart 43 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 44 - Consumer Context for Bath and Shower

Chart 45 - Population 2020-2030

Chart 46 - Consumer Expenditure 2020-2030

Chart 47 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Colour Cosmetics in North Macedonia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

INDUSTRY PERFORMANCE

Steady Consumer Expenditure Growth Offsets Shrinking Population Challenges

Eye Make-Up Leads Value Sales, While Facial Make-Up Experiences Dynamic Growth

Chart 48 - L'Oreal Launches Infallible Skin Ink 2-In-1 Foundation Concealer

Dm-Drogerie Markt Leads Multifunctional Product Innovation, Enhancing Consumer Appeal

Chart 49 - Value Sales 2020-2030

Chart 50 - Volume Sales 2020-2030

Chart 51 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Balance Affordability and Innovation Amid Economic Shifts

Eye Make-Up Set to Continue Leading Value Sales, While Colour Cosmetics Sets/Kits Experiences Robust Growth

Brands Anticipated to Leverage Innovation and Personalisation to Capture Evolving Consumer Needs

Chart 52 - Forecast Value Sales 2020-2030

Chart 53 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Cosnova Gmbh'S Rapid Growth Shifts Competitive Dynamics While Coty Inc Maintains Leadership

Innovative Plumping Products and Strategic Acquisitions Fuel Market Expansion

Chart 54 - Company Shares 2025

Chart 55 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead Distribution as Consumers Seek Expert Advice

E-Commerce Growth Driven by Convenience and Expanding Online Offerings

Chart 56 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 57 - Economic Context for Colour Cosmetics

Chart 58 - Real GDP Growth 2020-2030

Chart 59 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 60 - Consumer Context for Colour Cosmetics

Chart 61 - Population 2020-2030

Chart 62 - Consumer Expenditure 2020-2030

Chart 63 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Deodorants in North Macedonia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Premiumisation and Consumer Health Focus Sustain Growth Amid Demographic Challenges

Innovative Natural Deodorant Creams and Roll-Ons Capture Consumer Demand Growth

Chart 64 - Budget and Environment-Friendly Haan Deodorant Enriched with Prebiotics Launched in 2025

Chart 65 - Value Sales 2020-2030

Chart 66 - Volume Sales 2020-2030

Chart 67 - Value Sales by Category 2025

WHAT'S NEXT?

Leading Players Expected to Innovate to Sustain Growth Amid Demographic Decline

Natural and Probiotic Innovations Set to Drive Growth of Creams and Roll-Ons

Sustainability and Health Consciousness Anticipated to Reshape Brand Strategies and Packaging

Chart 68 - Forecast Value Sales 2020-2030

Chart 69 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Group Sarantis Sa Strengthens Position through Youth Appeal and Competitive Pricing

Unilever'S Acquisitions and Emerging Companies Fuel Growth Opportunities

Chart 70 - Company Shares 2025

Chart 71 - Brand Shares 2025

CHANNELS

Supermarkets and Health and Beauty Specialists Lead Offline Sales Amid Convenience Trends

Retail E-Commerce Accelerates as Leading Online Portals Expand Deodorants Offering

Innovative Retail Concepts and E-Commerce Collaborations Drive Category Dynamism

Chart 72 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 73 - Economic Context for Deodorants

Chart 74 - Real GDP Growth 2020-2030

Chart 75 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 76 - Consumer Context for Deodorants

Chart 77 - Population 2020-2030

Chart 78 - Consumer Expenditure 2020-2030

Chart 79 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Depilatories in North Macedonia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Premiumisation and Wellness Focus Propel Category Value Growth Despite Demographic Challenges

Women'S Razors and Blades Lead Value Sales, While Women'S Pre-Shave Shows Rapid Growth

Chart 80 - Organic Mimi Expands Its Brand Portfolio to Include Women's Pre-Shave Products

Gillette Exemplifies Inclusive Innovation, Aligning with Demand for Safety and Precision

Chart 81 - Value Sales 2020-2030

Chart 82 - Volume Sales 2020-2030

Chart 83 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Favour At-Home Treatments Amid Economic Caution and Demographic Decline

Women'S Razors and Blades Set to Maintain Dominance, While Women'S Pre-Shave Drives Fastest Growth

Manufacturers Anticipated to Adopt Natural Ingredients and Sustainable Packaging to Meet Evolving Consumer Values

Chart 84 - Forecast Value Sales 2020-2030

Chart 85 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

The Procter & Gamble Co and Reckitt Benckiser Group Plc (Rb) Strengthen Leadership Amid Share Shifts

Chart 86 - Company Shares 2025

Chart 87 - Brand Shares 2025

CHANNELS

Supermarkets Lead Depilatories Distribution as Modern Retail Expands Reach

E-Commerce Surges as Ananas.Mk Drives Online Depilatories Sales Growth

Chart 88 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 89 - Economic Context for Depilatories

Chart 90 - Real GDP Growth 2020-2030

Chart 91 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 92 - Consumer Context for Depilatories

Chart 93 - Population 2020-2030

Chart 94 - Consumer Expenditure 2020-2030

Chart 95 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Fragrances in North Macedonia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

INDUSTRY PERFORMANCE

Consumers Embrace Fragrances as Lifestyle Statements, Driven by Social Media Influence

Premium Fragrances Lead Value Growth, Fuelled by Middle East-Inspired Luxury Scents

Chart 96 - Growing Preference for Middle-East-Inspired Fragrances among Local Consumers

Brands Leverage Natural Ingredients and Inflation-Driven Strategies to Capture Demand

Chart 97 - Value Sales 2020-2030

Chart 98 - Volume Sales 2020-2030

Chart 99 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Balance Affordability and Premiumisation Amid Economic Pressures

Premium Fragrances Set to Capture Largest Value Share, Driven by Personalisation and Sophistication

Innovation and Technology Anticipated to Enhance Consumer Engagement and Product Differentiation

Chart 100 - Forecast Value Sales 2020-2030

Chart 101 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Positions Amid Market Concentration Trends

Chart 102 - Company Shares 2025

Chart 103 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead Fragrance Sales by Offering Expert Service and Wide Choice

Retail E-Commerce Drives Fastest Growth with Expanding Online Specialist Retailers

Chart 104 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 105 - Economic Context for Fragrances

Chart 106 - Real GDP Growth 2020-2030

Chart 107 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 108 - Consumer Context for Fragrances

Chart 109 - Population 2020-2030

Chart 110 - Consumer Expenditure 2020-2030

Chart 111 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hair Care in North Macedonia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

INDUSTRY PERFORMANCE

North Macedonia's Hair Care Grows Steadily Amid Demographic Challenges

Salon Professional Hair Care Shows Dynamic Growth, While Shampoos Continue to Lead Value Sales

Dm-Drogerie Markt's Balea Professional Launch Exemplifies Innovation Driving Consumer Demand

Chart 112 - Dm-Drogerie Markt Launches Balea Professional Winter Protect Hair Balm

Chart 113 - Value Sales 2020-2030

Chart 114 - Volume Sales 2020-2030

Chart 115 - Value Sales by Category 2025

WHAT'S NEXT?

Leading Manufacturers Expected to Innovate with Personalised and Natural Solutions Amid Demographic Decline

Salon Professional Hair Care Set to Lead Value Growth, While Shampoos Remains the Largest Category

Digital Channels and Innovation Anticipated to Foster Competition and Consumer Engagement

Chart 116 - Forecast Value Sales 2020-2030

Chart 117 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Positions, While Market Concentration Shifts Subtly

Strategic Acquisitions and Product Innovation Reshape Competitive Dynamics

Chart 118 - Company Shares 2025

Chart 119 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Retail Distribution through Wide Selection and Expert Advice

E-Commerce Growth Driven by Broad Product Range and Specialised Online Retailers

Chart 120 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 121 - Economic Context for Hair Care

Chart 122 - Real GDP Growth 2020-2030

Chart 123 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 124 - Consumer Context for Hair Care

Chart 125 - Population 2020-2030

Chart 126 - Consumer Expenditure 2020-2030

Chart 127 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Men's Grooming in North Macedonia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

INDUSTRY PERFORMANCE

Men Economise on Grooming Purchases Amid Rising Living Costs

Men's Fragrances Lead Value Sales, Driven by Premiumisation and Innovation

Dm-Drogerie Markt Leverages Private Label Innovation to Capture Niche Demand

Chart 128 - Increased Cost of Living Forced Male Consumers to Economise

Chart 129 - Value Sales 2020-2030

Chart 130 - Volume Sales 2020-2030

Chart 131 - Value Sales by Category 2025

WHAT'S NEXT?

Local Population Decline Expected to Challenge Steady Growth for Men Investing in Grooming

Men'S Fragrances Set to Lead Value Sales, While Skin Care Drives Fastest Growth

Innovation and E-Commerce Anticipated to Empower Men'S Grooming Evolution Towards Premiumisation

Chart 132 - Forecast Value Sales 2020-2030

Chart 133 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Strengthen Positions While Market Sees Moderate Concentration Shifts

Chart 134 - Company Shares 2025

Chart 135 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead through Wide Ranges and Convenience

Online Retail Brands Expand Men'S Grooming Offerings to Capture Growing Digital Demand

Chart 136 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 137 - Economic Context for Men's Grooming

Chart 138 - Real GDP Growth 2020-2030

Chart 139 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 140 - Consumer Context for Men's Grooming

Chart 141 - Population 2020-2030

Chart 142 - Consumer Expenditure 2020-2030

Chart 143 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Oral Care in North Macedonia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

INDUSTRY PERFORMANCE

Oral Care Growth Benefits From Innovation and Rising Consumer Awareness

Toothpaste Dominates Sales, While Dental Floss and Mouth Fresheners Gain Momentum

The Humble Co and HelloSmile Drive Innovation and Premiumisation Trends in Oral Care

Chart 144 - The Humble Co Launches Peroxide-Free Whitening Strips

Chart 145 - Value Sales 2020-2030

Chart 146 - Volume Sales 2020-2030

Chart 147 - Value Sales by Category 2025

WHAT'S NEXT?

Leading Brands Expected to Accelerate Growth through Innovation and Premiumisation

Toothpaste Set to Lead Value Sales, While Dental Floss and Mouth Fresheners Grow Fastest

Sustainability, Convenience, and Oral Microbiome Focus Anticipated to Reshape Product Strategies

Chart 148 - Forecast Value Sales 2020-2030

Chart 149 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Colgate-Palmolive Co and Glaxosmithkline Plc Sustain Leadership Amid Stable Market Shares

Unilever'S Acquisition and Emerging Players Open Growth Avenues

Chart 150 - Company Shares 2025

Chart 151 - Brand Shares 2025

CHANNELS

Supermarkets Lead Distribution Amid Modern Retail Expansion and Consolidation

E-Commerce Portals and Specialised Online Pharmacies Accelerate Digital Sales Growth

Chart 152 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 153 - Economic Context for Oral Care

Chart 154 - Real GDP Growth 2020-2030

Chart 155 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 156 - Consumer Context for Oral Care

Chart 157 - Population 2020-2030

Chart 158 - Consumer Expenditure 2020-2030

Chart 159 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Skin Care in North Macedonia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

INDUSTRY PERFORMANCE

North Macedonia'S Skin Care Value Growth Outpaces Regional Trends Amid Economic Resilience

Facial Care Leads Sales as Consumers Prioritise Hydration and Skin Renewal Solutions

L'Oréal Leverages Advanced Proteomics to Pioneer Personalised Skin Analysis, Boosting Premium Demand

Chart 160 - L'Oréal Group Launches Cell BioPrint Amidst Growing Impact of Technology on Personalised Skin Care

Chart 161 - Value Sales 2020-2030

Chart 162 - Volume Sales 2020-2030

Chart 163 - Value Sales by Category 2025

WHAT'S NEXT?

Premiumisation and Wellness Expected to Drive Steady Value Growth Amid Demographic Challenges

Facial Care Set to Lead Sales as Personalised and Skin-Friendly Products Capture Consumer Interest

Ai-Powered Personalisation and Transparent Marketing Anticipated to Reshape Consumer Engagement and Innovation

Chart 164 - Forecast Value Sales 2020-2030

Chart 165 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Beiersdorf Doel Skopje and L'Oréal Groupe Maintain Leadership Amid Stable Market Shares

Dm-Drogerie Markt Expands Presence with Private Label Products Gaining Traction

Chart 166 - Company Shares 2025

Chart 167 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead Offline Retail with Comprehensive Offerings and In-Store Experience

E-Commerce Expands Rapidly, Led by Specialist Online Portals and Pharmacy Websites

Chart 168 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 169 - Economic Context for Skin Care

Chart 170 - Real GDP Growth 2020-2030

Chart 171 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 172 - Consumer Context for Skin Care

Chart 173 - Population 2020-2030

Chart 174 - Consumer Expenditure 2020-2030

Chart 175 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Sun Care in North Macedonia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

INDUSTRY PERFORMANCE

Strong Growth Driven by Premiumisation and Skin Health Focus

Adult Sun Care Dominates Due to Demand for Effective and Lightweight Formulations

Beiersdorf Advances Lightweight Hydration Sunscreen, Boosting Category Innovation

Chart 176 - Beiersdorf Launches Eucerin Sun Advanced Hydration Ultra-Lightweight Face Sunscreen SPF50

Chart 177 - Value Sales 2020-2030

Chart 178 - Volume Sales 2020-2030

Chart 179 - Value Sales by Category 2025

WHAT'S NEXT?

Innovation and Premiumisation Expected to Fuel Steady Growth Amid Seasonal Demand

Adult Sun Care Set to Lead Sales, While Baby and Child-Specific Sun Care Experiences Dynamic Growth

Multifunctional Formats and Active Lifestyles Anticipated to Reshape Product Offerings and Business Models

Chart 180 - Forecast Value Sales 2020-2030

Chart 181 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Position through Brand Strength and Broad Protection

Emerging Private Label Growth and Innovation Drive Competitive Dynamics

Chart 182 - Company Shares 2025

Chart 183 - Brand Shares 2025

CHANNELS

Supermarkets Lead Distribution as Modern Retail Shapes Consumer Access

E-Commerce Expands Rapidly, Driven by Leading Portals and Omnichannel Investments

Chart 184 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 185 - Economic Context for Sun Care

Chart 186 - Real GDP Growth 2020-2030

Chart 187 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 188 - Consumer Context for Sun Care

Chart 189 - Population 2020-2030

Chart 190 - Consumer Expenditure 2020-2030

Chart 191 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Premium Beauty and Personal Care in North Macedonia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Rising Consumer Expenditure Despite Population Decline

Premium Skin Care and Hair Care Lead Value Growth

Lancôme'S Scientific Innovation Exemplifies Longevity as a New Luxury in Premium Skin Care

Chart 192 - Lancôme Presents Absolue Longevity the Soft Cream

Chart 193 - Value Sales 2020-2030

Chart 194 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Adapt Spending Despite Population Decline, Supporting Premium Growth

Premium Skin Care Set to Lead Value Growth, While Bath and Shower Growth Stagnates

Organic Ingredients and Sustainability Anticipated to Shape Innovation and Consumer Loyalty

Chart 195 - Forecast Value Sales 2020-2030

Chart 196 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Coty Inc Strengthens Lead as Market Shows Moderate Concentration Shifts

Chart 197 - Company Shares 2025

Chart 198 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 199 - Economic Context for Premium Beauty and Personal Care

Chart 200 - Real GDP Growth 2020-2030

Chart 201 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 202 - Consumer Context for Premium Beauty and Personal Care

Chart 203 - Population 2020-2030

Chart 204 - Consumer Expenditure 2020-2030

Chart 205 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Mass Beauty and Personal Care in North Macedonia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Inflation Drives Consumers Towards Affordable Brands and Private Label Products

Chart 206 - Rising Product Prices and Inflation Press Local Consumers Towards Private Label Products

Mass Skin Care Leads in Value, While Mass Colour Cosmetics Shows Dynamic Growth

Chart 207 - Value Sales 2020-2030

Chart 208 - Value Sales by Category 2025

WHAT'S NEXT?

Demographic Decline and Economic Factors Expected to Constrain Long-Term Growth Potential

Mass Skin Care Set to Remain Significant, While Mass Colour Cosmetics Delivers Rapid Growth

Health, Wellness and Sustainability Anticipated to Shape Innovation and Competitive Dynamics

Chart 209 - Forecast Value Sales 2020-2030

Chart 210 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Beiersdorf Doel Skopje and L'Oréal Groupe Strengthen Leadership Amid Steady Competition

Private Label Innovation and Promotions Fuel Growth and Consumer Loyalty

Chart 211 - Company Shares 2025

Chart 212 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 213 - Economic Context for Mass Beauty and Personal Care

Chart 214 - Real GDP Growth 2020-2030

Chart 215 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 216 - Consumer Context for Mass Beauty and Personal Care

Chart 217 - Population 2020-2030

Chart 218 - Consumer Expenditure 2020-2030

Chart 219 - 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.

