



# Premium Beauty and Personal Care in the Netherlands

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

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Premium Brands Accelerate Growth Supported by Rising Consumer Expenditure and Population

#### INDUSTRY PERFORMANCE

Premium Brands Accelerate Growth Supported by Rising Consumer Expenditure and Population

Premium Colour Cosmetics Dominate with Broad Appeal While Baby and Child-Specific Products Show Fastest Growth

Vichy Leads Longevity Innovation with Science-Driven Dermocosmetic Launch Boosting Category Appeal

Chart 1 - Vichy Neovadiol Longevity Cream

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

#### WHAT'S NEXT?

Steady Growth to Be Driven by Consumer Sophistication and Economic Resilience

Premium Fragrances to Solidify Leadership Amid Evolving Consumer Demands

Leading Brands to Leverage Innovation and Omnichannel Strategies to Capture Growth

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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/premium-beauty-and-personal-care-in-the-netherlands/report](http://www.euromonitor.com/premium-beauty-and-personal-care-in-the-netherlands/report).

