



Men's Grooming in North Macedonia

June 2026

Table of Contents

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 1 - Increased Cost of Living Forced Male Consumers to Economise

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - 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 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Strengthen Positions While Market Sees Moderate Concentration Shifts

Chart 7 - Company Shares 2025

Chart 8 - 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 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Men's Grooming

Chart 11 - Real GDP Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Men's Grooming

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in North Macedonia - Industry Overview

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

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - 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 21 - Forecast Value Sales 2020-2030

Chart 22 - 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 23 - Company Shares 2025

Chart 24 - 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 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Beauty and Personal Care

Chart 27 - Real GDP Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Beauty and Personal Care

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - 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/mens-grooming-in-north-macedonia/report.