



**Euromonitor
International**

Beauty and Personal Care in Portugal

May 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Portuguese Consumer Sophistication and Market Polarisation Shape Growth Dynamics

Chart 2 - Targeted Skincare Innovation: Diadermine's Lift + Derma Protect Vitamin D Range

Skin Care Leads Value with Colour Cosmetics Accelerating Innovation and Demand

Chart 3 - Sustainability In Practice: O Boticário Releases Boti Recicla In Portugal

O Boticário'S Circular Economy Initiative Boosts Sustainability Engagement

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Scientific Innovation and Consumer Sophistication to Fuel Sustained Growth

Digital Personalisation and Trust-Based Claims to Reshape Consumer Engagement

Chart 7 - Analyst Insight for Beauty and Personal Care

Sustainability and Science-Led Innovation to Drive Premiumisation and Market Differentiation

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Manufacturers Leverage Portfolio Diversity and Innovation to Sustain Lead

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Specialised Health and Beauty Stores Gain Ground as Grocery Retailers Lose Share

Chart 12 - Wells Opens The Largest Beauty Store In The Country

E-Commerce Growth Reshapes Product Access and Consumer Convenience

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Beauty and Personal Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Beauty and Personal Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

Value-Driven Growth Shapes Demand Amid Demographic Constraints

Chart 21 - Clean And Barrier-Focused Baby Care Drives Portfolio Expansion And New Product Launches

Skin Care Leads Growth as Parents Prioritise Skin Protection

Chart 22 - Wells Expands Its Kids Offer As Added-Value Channels Continue To Gain Share

Brands Enhance Credibility through Education and Added-Value Channels

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Brands to Innovate to Meet Specific Skin Needs Amid Demographic Limits

Premiumisation and Transparency to Reshape Retail and Innovation Dynamics

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Manufacturers Maintain Lead Amid Evolving Market Dynamics

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Outstrip Supermarkets as Parents Demand Added Value

E-Commerce Growth Intensifies Competition and Shapes Product Focus Online

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Baby and Child-Specific Products

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Baby and Child-Specific Products

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bath and Shower in Portugal](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

INDUSTRY PERFORMANCE

Steady Value Growth Driven by Premiumisation and Skin Care Focus

Heritage Brands Harness Lifestyle Positioning to Elevate Premium Appeal

Chart 38 - Portuguese Premium Artisanal Brand Aromas Da Villa Launches Zero-Waste Bar Soaps

Aromas Da Villa Capitalises on Sustainability to Capture Niche Consumers

Chart 39 - Heritage And Lifestyle Positioning Driving Premiumisation

Chart 40 - Value Sales 2020-2030

Chart 41 - Volume Sales 2020-2030

Chart 42 - Value Sales by Category 2025

WHAT'S NEXT?

Price and Premiumisation to Shape Steady Growth Trajectory

Sustainability and Storytelling to Drive Innovation and Competition

Chart 43 - Forecast Value Sales 2020-2030

Chart 44 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Companies Reinforce Lead through Broad Portfolios and Marketing

Chart 45 - Company Shares 2025

Chart 46 - Brand Shares 2025

CHANNELS

Diverse Retail Formats Shape Consumer Choices

Retail E-Commerce Expands as Consumers Seek Convenience and Premium Discovery

Chart 47 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 48 - Economic Context for Bath and Shower

Chart 49 - Real Gdp Growth 2020-2030

Chart 50 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 51 - Consumer Context for Bath and Shower

Chart 52 - Population 2020-2030

Chart 53 - Consumer Expenditure 2020-2030

Chart 54 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Colour Cosmetics in Portugal](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

KEY INDUSTRY TRENDS

Chart 55 - Key Industry Trends for Colour Cosmetics

INDUSTRY PERFORMANCE

Premiumisation and Multi-Step Routines Drive Growth among Discerning Consumers

Chart 56 - The Convergence Of Make-Up And Skincare In Contemporary Beauty Formulation

Brands Drive Engagement through Lifestyle Collaborations

Chart 57 - Sephora Collection's Tabasco Drives Engagement Through Lifestyle Collaborations

Influencer Collaborations and Digital Tools Accelerate Trend-Driven Consumer Engagement

Chart 58 - Value Sales 2020-2030

Chart 59 - Volume Sales 2020-2030

Chart 60 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Brands and Skincare Fusion to Accelerate Value Growth among Consumers

Chart 61 - Analyst Insight for Colour Cosmetics

Fashion and Luxury Players to Expand into Colour Cosmetics

Chart 62 - Influencers And Social Media: Driving Engagement In The Portuguese Colour Cosmetics Market

Innovation, Sustainability, and Technology to Reshape Consumer Engagement and Competition

Chart 63 - Forecast Value Sales 2020-2030

Chart 64 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Companies Defend Leading Positions Amid Intensified Competition

Chart 65 - Company Shares 2025

Chart 66 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Strengthen Dominance through Expansion

Retail E-Commerce Expands Influence with Niche and Premium Product Focus

Chart 67 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 68 - Economic Context for Colour Cosmetics

Chart 69 - Real Gdp Growth 2020-2030

Chart 70 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 71 - Consumer Context for Colour Cosmetics

Chart 72 - Population 2020-2030

Chart 73 - Consumer Expenditure 2020-2030

Chart 74 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Deodorants in Portugal](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Evolving Consumer Expectations and Economic Resilience

Chart 75 - Unilever: All-Over Body Deodorants Deliver Strong Results

Deodorant Roll-Ons Lead in Value While Sticks Show Rapid Growth

Unilever'S All-Over Body Deodorants Reshape Consumer Habits and Brand Equity

Chart 76 - Old Spice: Cinematic Storytelling Reinforces Performance Credentials

Chart 77 - Value Sales 2020-2030

Chart 78 - Volume Sales 2020-2030

Chart 79 - Value Sales by Category 2025

WHAT'S NEXT?

Innovation-Driven Growth to Expand Deodorant Usage beyond Traditional Boundaries

Sustainability and Natural Formulations to Reshape Consumer Choices and Innovation

Chart 80 - Forecast Value Sales 2020-2030

Chart 81 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Companies Strengthen Lead through Innovation and Marketing

Chart 82 - Company Shares 2025

Chart 83 - Brand Shares 2025

CHANNELS

Supermarkets Maintain Lead as Health and Beauty Specialists Expand Influence

Online Platforms Gain Traction through Convenience and Price Transparency

Chart 84 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 85 - Economic Context for Deodorants

Chart 86 - Real Gdp Growth 2020-2030

Chart 87 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 88 - Consumer Context for Deodorants

Chart 89 - Population 2020-2030

Chart 90 - Consumer Expenditure 2020-2030

Chart 91 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Depilatories in Portugal](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Mature Market Experiences Modest Growth Amid Evolving Consumer Habits

Women's Razors and Blades Lead Growth as Chemical Formats Decline

Veet'S Summer Campaign Boosts Engagement Amid Limited Innovation

Chart 92 - Veet Reinforces Seasonal Engagement Through Promotional Activation

Chart 93 - Value Sales 2020-2030

Chart 94 - Volume Sales 2020-2030

Chart 95 - Value Sales by Category 2025

WHAT'S NEXT?

Changing Consumer Habits to Support Steady Growth Despite Laser Adoption

Skin-Friendly Formulations and Male Grooming Accelerate Category Evolution

Chart 96 - Forecast Value Sales 2020-2030

Chart 97 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Adapt as Competition Intensifies in Shifting Preferences

Chart 98 - Company Shares 2025

Chart 99 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Dominance Amidst Competition From Health and Beauty Specialists

Online Retail Expands Reach with Competitive Pricing and Premium Assortment

Chart 100 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 101 - Economic Context for Depilatories

Chart 102 - Real Gdp Growth 2020-2030

Chart 103 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 104 - Consumer Context for Depilatories

Chart 105 - Population 2020-2030

Chart 106 - Consumer Expenditure 2020-2030

Chart 107 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Fragrances in Portugal](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

KEY INDUSTRY TRENDS

Chart 108 - Key Industry Trends for Fragrances

INDUSTRY PERFORMANCE

Premium and Niche Fragrances Fuel Growth Amid Evolving Consumer Lifestyles

Chart 109 - Otro New Outlet: How Experiential Retail Drives Lifestyle-Oriented Fragrance Engagement

Premium Fragrances Lead Retail Sales with Niche Positioning Enhancing Appeal

Companies Enhance Consumer Engagement through Experiential Storytelling

Chart 110 - O Boticário Extinto Project Uses Scent To Raise Environmental Awareness

Chart 111 - Value Sales 2020-2030

Chart 112 - Volume Sales 2020-2030

Chart 113 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Seek Distinctive Scents Driving Niche and Premium Growth

Digital Engagement and Innovation to Accelerate Fragrance Discovery and Loyalty

Chart 114 - Armarf Releases Dubai Chocolate Scent Fragrance

Chart 115 - Analyst Insight for Fragrances

Multi-Channel Strategies and Experiential Retail to Enhance Consumer Engagement

Chart 116 - Forecast Value Sales 2020-2030

Chart 117 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Intensify Competition Driving Market Fragmentation and Innovation

Chart 118 - Company Shares 2025

Chart 119 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead as Grocery Retailers Lose Share Amid Premiumisation

Retail E-Commerce Gains Momentum through Convenience and Niche Brand Access

Chart 120 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 121 - Economic Context for Fragrances

Chart 122 - Real Gdp Growth 2020-2030

Chart 123 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 124 - Consumer Context for Fragrances

Chart 125 - Population 2020-2030

Chart 126 - Consumer Expenditure 2020-2030

Chart 127 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hair Care in Portugal](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

INDUSTRY PERFORMANCE

Treatment-Focused Innovation Drives Sustained Value Growth in Hair Care

Chart 128 - L'Oréal Elvive Growth Booster Fuels Treatment-Focused Innovation In Haircare

Elvive and Herbal Essences Pioneer Treatment and Natural Trends

Chart 129 - OnlyBio Expands In Europe Following Social Media Success

Emerging Brands Leverage Digital Platforms to Gain Visibility

Chart 130 - Value Sales 2020-2030

Chart 131 - Volume Sales 2020-2030

Chart 132 - Value Sales by Category 2025

WHAT'S NEXT?

Brands to Innovate with Treatment Focus to Capture Long-Term Hair Health Demand

Natural Formulations and Digital Channels to Drive Innovation and Consumer Engagement

Chart 133 - Herbal Essences Expands Natural Haircare Offer

Chart 134 - Forecast Value Sales 2020-2030

Chart 135 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Manufacturers Reinforce Lead Amid Intensifying Competition in Portugal

Chart 136 - Company Shares 2025

Chart 137 - Brand Shares 2025

CHANNELS

Supermarkets Lead Distribution While Health and Beauty Specialists Grow

E-Commerce Expands through Convenience and Curated Product Offerings

Chart 138 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 139 - Economic Context for Hair Care

Chart 140 - Real Gdp Growth 2020-2030

Chart 141 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 142 - Consumer Context for Hair Care

Chart 143 - Population 2020-2030

Chart 144 - Consumer Expenditure 2020-2030

Chart 145 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Men's Grooming in Portugal

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

INDUSTRY PERFORMANCE

Selective Consumers Drive Growth Amid Evolving Routines

Chart 146 - Nivea Men Sensitive Daily Cream SPF 30 Combines Skincare And Protection

Demand for Multifunctional Products Drives Innovation

Brands Leverage Social Media to Engage Younger Consumers

Chart 147 - Axe Cherry Fizz Launch Reinforces Social-First Strategy

Chart 148 - Value Sales 2020-2030

Chart 149 - Volume Sales 2020-2030

Chart 150 - Value Sales by Category 2025

WHAT'S NEXT?

Selective Consumers to Drive Growth with Multifunctional Product Demand

Digital Influence and Transparency to Fuel Future Growth

Innovation in Multifunctionality and Wellness Reshapes Brand Strategies

Chart 151 - Forecast Value Sales 2020-2030

Chart 152 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Adapt to Shifting Product Demand Reducing Concentration

Chart 153 - Company Shares 2025

Chart 154 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Gain Share Amid Grocery Decline

E-Commerce Expands Driven by Convenience and Wider Assortment

Chart 155 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 156 - Economic Context for Men's Grooming

Chart 157 - Real Gdp Growth 2020-2030

Chart 158 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 159 - Consumer Context for Men's Grooming

Chart 160 - Population 2020-2030

Chart 161 - Consumer Expenditure 2020-2030

Chart 162 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Oral Care in Portugal

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Innovation and Preventative Health Focus among Premium Brands
Chart 163 - Sensodyne Releases New Toothpaste Combining Whitening And Therapeutic Benefits
Toothpaste Leads Value Sales While Dental Floss Shows Fastest Growth
New Oral Care Launches Exemplify Premium Therapeutic Innovation Trend
Chart 164 - Jordan Releases New Electric Toothbrush Designed For Kids
Chart 165 - Value Sales 2020-2030
Chart 166 - Volume Sales 2020-2030
Chart 167 - Value Sales by Category 2025

WHAT'S NEXT?

Portuguese Consumers to Adopt Advanced Oral Health Practices Amid Steady Economic Growth
Toothpaste to Sustain Dominance While Tooth Whiteners Lead Value Growth
Chart 168 - Isdin Delivers Technical Sophistication
Pharmacies and Sustainability Trends to Reshape Premium Oral Care Landscape
Chart 169 - Forecast Value Sales 2020-2030
Chart 170 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Manufacturers Reinforce Lead Amid Steady Market Concentration
Chart 171 - Company Shares 2025
Chart 172 - Brand Shares 2025

CHANNELS

Supermarkets Dominate While Health and Beauty Specialists Expand Premium Reach
Online Retail Growth Driven by Premium Product Demand and Consumer Research Habits
Chart 173 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 174 - Economic Context for Oral Care
Chart 175 - Real Gdp Growth 2020-2030
Chart 176 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 177 - Consumer Context for Oral Care
Chart 178 - Population 2020-2030
Chart 179 - Consumer Expenditure 2020-2030
Chart 180 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Skin Care in Portugal](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

KEY INDUSTRY TRENDS

Chart 181 - Key Industry Trends for Skin Care

INDUSTRY PERFORMANCE

Growth Moderates as Consumers Embrace Science-Driven Skin Care Routines
Chart 182 - Efficacy-Focused Skin Care - The Launch Of Nivea Cellular Efficacy- Focused Skin Care
Facial Care Dominates, Driven by Targeted Serums and Advanced Formulations
Retailers Expand Asian Beauty Portfolios to Capture Evolving Consumer Preferences

Chart 183 - Perfumes & Companhia Introduces K-Beauty To Its Portfolio

Chart 184 - Value Sales 2020-2030

Chart 185 - Volume Sales 2020-2030

Chart 186 - Value Sales by Category 2025

WHAT'S NEXT?

Portuguese Consumers to Drive Growth with Longevity and Protection Focus

Chart 187 - Beauty Longevity And Life-Stage Skin care: O Boticário Releases Botik Resveratrol + Silicon Gamut

Facial Care to Lead Expansion Propelled by Precision and Advanced Formulations

Chart 188 - Analyst Insight for Skin Care

Brands to Harness Innovation and Digital Engagement to Capture Evolving Consumer Needs

Chart 189 - Forecast Value Sales 2020-2030

Chart 190 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Drive Competition through Innovation and Portfolio Diversity

Chart 191 - Company Shares 2025

Chart 192 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead as E-Commerce Gains Traction in Retail

E-Commerce Growth Reshapes Consumer Access and Competitive Dynamics

Chart 193 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 194 - Economic Context for Skin Care

Chart 195 - Real Gdp Growth 2020-2030

Chart 196 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 197 - Consumer Context for Skin Care

Chart 198 - Population 2020-2030

Chart 199 - Consumer Expenditure 2020-2030

Chart 200 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Sun Care in Portugal](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

KEY INDUSTRY TRENDS

Chart 201 - Key Industry Trends for Sun Care

INDUSTRY PERFORMANCE

Steady Growth Driven by Value Gains and Evolving Consumer Routines

Chart 202 - Daily Sun Protection Drives Innovation And Market Dynamism

Adult Sun Care Dominates, Expanding Its Reach to Everyday Use

Brands Leverage Sustainability and Omnichannel to Reshape Consumer Habits

Chart 203 - Wells: Investing In Omnichannel Strategies To Boost Sales And Drive De-seasonalisation

Chart 204 - Value Sales 2020-2030

Chart 205 - Volume Sales 2020-2030

Chart 206 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Increase Daily Use and Value of Sun Care Products

Adult Sun Care to Retain Dominance While Baby Sun Care Experiences Fastest Growth

Chart 207 - Analyst Insight for Sun Care

Brands to Innovate with Sustainability and Convenience to Meet Evolving Consumer Demands

Chart 208 - Sustainability As A Core Driver Of Sun Care Innovation

Chart 209 - Forecast Value Sales 2020-2030

Chart 210 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Respond to Rising Competition with Innovation and Niche Focus

Chart 211 - Company Shares 2025

Chart 212 - Brand Shares 2025

CHANNELS

Specialist Retailers Lead Sales through Expertise and Engagement

Retail E-Commerce Gains Traction Driven by Convenience and Digital Integration

Chart 213 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 214 - Economic Context for Sun Care

Chart 215 - Real Gdp Growth 2020-2030

Chart 216 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 217 - Consumer Context for Sun Care

Chart 218 - Population 2020-2030

Chart 219 - Consumer Expenditure 2020-2030

Chart 220 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Premium Beauty and Personal Care in Portugal](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Informed Consumers Drive Portuguese Premium Beauty Growth

Premium Skin Care Leads Portuguese Market through Scientific Innovation and Efficacy

Sesderma'S Science-Led Longevity Innovation Captures Premium Beauty Consumer Interest

Chart 221 - Science-Led Innovation From Dermocosmetic Brand Sesderma

Chart 222 - Value Sales 2020-2030

Chart 223 - Value Sales by Category 2025

WHAT'S NEXT?

Scientifically Driven Innovation to Propel Sustained Value Growth

Premium Skin Care to Lead Sales, with Colour Cosmetics to See Fastest Growth

Biotechnology and Personalised Products to Reshape Consumer Expectations and Brand Strategies

Chart 224 - Forecast Value Sales 2020-2030

Chart 225 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Market Leaders Drive Stability and Growth through Brand Diversification and Fragrance Innovation

Chart 226 - Company Shares 2025

Chart 227 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 228 - Economic Context for Premium Beauty and Personal Care

Chart 229 - Real Gdp Growth 2020-2030

Chart 230 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 231 - Consumer Context for Premium Beauty and Personal Care

Chart 232 - Population 2020-2030

Chart 233 - Consumer Expenditure 2020-2030

Chart 234 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Mass Beauty and Personal Care in Portugal](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Consumers Balance Price Sensitivity and Product Sophistication Amid Steady Growth

Largest and Fastest-Growing Categories Benefit From Scientific Claims

Chart 235 - Mercadona: Driving Value-Led Sophistication In Mass Beauty

Mercadona'S Deliplus Range Drives Value-Led Product Sophistication in Portugal

Chart 236 - Value Sales 2020-2030

Chart 237 - Value Sales by Category 2025

WHAT'S NEXT?

Brands to Enhance Product Sophistication While Maintaining Accessible Pricing to Drive Growth

Manufacturers to Enhance Competitiveness through Sustainability

Chart 238 - Forecast Value Sales 2020-2030

Chart 239 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Sustain Lead Amid Moderate Market Concentration

Chart 240 - Company Shares 2025

Chart 241 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 242 - Economic Context for Mass Beauty and Personal Care

Chart 243 - Real Gdp Growth 2020-2030

Chart 244 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 245 - Consumer Context for Mass Beauty and Personal Care

Chart 246 - Population 2020-2030

Chart 247 - Consumer Expenditure 2020-2030

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/beauty-and-personal-care-in-portugal/report.