



Euromonitor  
International

# Mass Beauty and Personal Care in South Africa

May 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

### INDUSTRY PERFORMANCE

Mass Skin Care Leads Growth as Mass Fragrances Deliver Standout Performance

Affordability Drives Private Label Gains

Chart 1 - Private Label Appeals to Cost Sensitive Consumers

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

### WHAT'S NEXT?

Affordability and Ingredient Awareness Set to Steer Steady Growth Amid Economic Pressures

Mass Skin Care Expected to Lead Value Sales through 2030

Social Media and Ingredient-Led Innovation Reshape Value-Driven Consumer Choices

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Leading Manufacturers Adjust Shares Amid Evolving Competition Dynamics

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 South Africa - Industry Overview

### EXECUTIVE SUMMARY

2025 Developments

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Beauty and Personal Care

### INDUSTRY PERFORMANCE

Affordable Beauty Fuels Expansion

Chart 16 - Private Label Expansion

Skin Care Leads Amid Ingredient-Conscious Consumers

Chart 17 - The Ordinary Range Offers Science Backed Approach

Asia Influence Drives K-Beauty Momentum in South Africa

Chart 18 - Increased Retail Availability for K-Beauty Products

Chart 19 - Value Sales 2020-2030

Chart 20 - Volume Sales 2020-2030

Chart 21 - Value Sales by Category 2025

## WHAT'S NEXT?

Consumers Set to Prioritise Affordability Amid Economic Pressures and Rising Costs

Skin Care Expected to Dominate While Baby and Child-Specific Products Lead Fastest Growth

Digital Engagement and Ingredient Transparency Reshape Purchasing and Innovation

Chart 22 - Analyst Insight for Beauty and Personal Care

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Unilever and Beiersdorf Strengthen Leadership Amid Evolving Competitive Dynamics

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

## CHANNELS

Supermarkets and Pharmacies Lead Offline Distribution

Convenience and Premium Accessibility Drives Retail E-Commerce

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.

