



Sun Care in North Macedonia

June 2026

Table of Contents

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

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - 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 5 - Forecast Value Sales 2020-2030

Chart 6 - 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 7 - Company Shares 2025

Chart 8 - 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 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Sun Care

Chart 11 - Real GDP Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Sun Care

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
Igneia 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/sun-care-in-north-macedonia/report.