



Euromonitor
International

Premium Beauty and Personal Care in South Africa

May 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Premium Beauty and Personal Care Shows Steady Growth Amid Economic Shifts

Premium Fragrances Dominate Sales While Premium Adult Sun Care Posts Fastest Growth

Middle Eastern Fragrance Dupes Gain Traction

Chart 1 - Value Sales 2020-2030

Chart 2 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Shift to Downtrading Amid Rising Cost Pressures

Premium Fragrances Set to Lead While Premium Adult Sun Care Posts Fastest Growth

Innovative Purchasing Models and Dupe Products to Reshape Brand Strategies

Chart 3 - Forecast Value Sales 2020-2030

Chart 4 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Strengthen Presence Amid Market Expansion and Retail Innovation

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 7 - Economic Context for Premium Beauty and Personal Care

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Premium Beauty and Personal Care

Chart 11 - Population 2020-2030

Chart 12 - Consumer Expenditure 2020-2030

Chart 13 - 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 14 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Affordable Beauty Fuels Expansion

Chart 15 - Private Label Expansion

Skin Care Leads Amid Ingredient-Conscious Consumers

Chart 16 - The Ordinary Range Offers Science Backed Approach

Asia Influence Drives K-Beauty Momentum in South Africa

Chart 17 - Increased Retail Availability for K-Beauty Products

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - 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 21 - Analyst Insight for Beauty and Personal Care

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Beiersdorf Strengthen Leadership Amid Evolving Competitive Dynamics

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Supermarkets and Pharmacies Lead Offline Distribution

Convenience and Premium Accessibility Drives Retail E-Commerce

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Beauty and Personal Care

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Beauty and Personal Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - 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.

