

# Solid-Form Cosmetics: Europe Market Analysis and Opportunities

**Base Year: 2020**

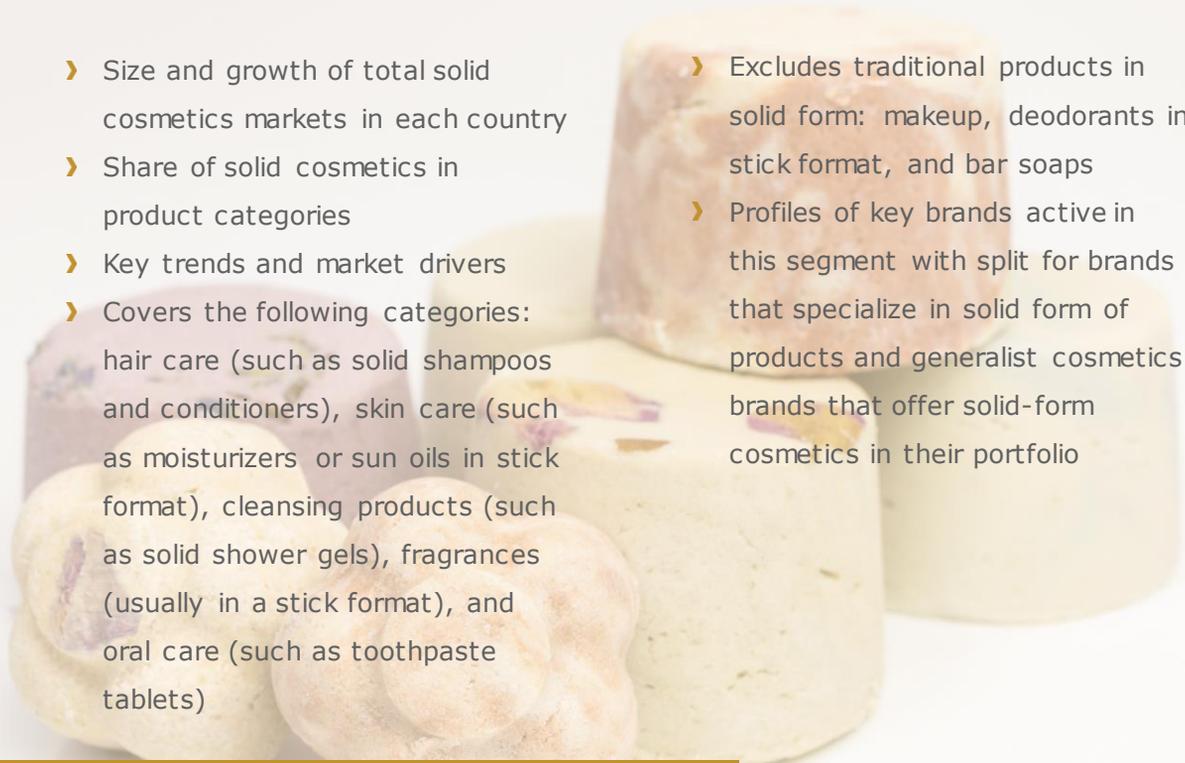
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**1<sup>st</sup> edition**

**Regional Coverage:**

This is a first-of-its-kind overview, focusing on trends for natural and sustainable products that come in a solid form in the European market. The report will include a comprehensive cross-category analysis of this segment's importance in the European market, its dynamics, key and interesting players, and key market developments in recent years.

Europe

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- › Size and growth of total solid cosmetics markets in each country
  - › Share of solid cosmetics in product categories
  - › Key trends and market drivers
  - › Covers the following categories: hair care (such as solid shampoos and conditioners), skin care (such as moisturizers or sun oils in stick format), cleansing products (such as solid shower gels), fragrances (usually in a stick format), and oral care (such as toothpaste tablets)
  - › Excludes traditional products in solid form: makeup, deodorants in stick format, and bar soaps
  - › Profiles of key brands active in this segment with split for brands that specialize in solid form of products and generalist cosmetics brands that offer solid-form cosmetics in their portfolio

**Quantitative and qualitative assessment  
of the fast-growing market segment!**

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## Introduction

## Market Overview

An overview of the report findings, including:

- Overall market size and dynamics
- Key market drivers

## Category snapshots

For each category listed in Table 1:

- Share of solid products
- Key brands
- Category trends
- Interesting launches

## Country snapshots

For each country listed in Table 2:

- Importance of solid products
- Key brands
- Country-specific characteristics related to solid cosmetics

## Brand snapshots

For each brand listed in Table 3:

- Key facts
- Solid-form products offerings
- Geographical coverage

**Table 1. Categories**

Fragrances	Personal cleansing products*
Hair care	Skin care
Oral care	

**Table 2. Countries**

Germany	Spain
Italy	U.K.
France	

**Table 3. Brands\*\***

Brands specialized in solid beauty	"Generalist" brands
Ascentical	Stop the Water
CO.SO	Sante
Flow	LUSH
Kaurilan Sauna	Hello Simple
Lamazuna	Logona
Secrets de Provence	La Saponaria

\*Excludes traditional bar soaps

\*\*Preliminary and subject to change



## REPORT BENEFITS

This report serves as an excellent resource for manufacturers and distributors looking to better understand and assess opportunities in the European market for solid-form cosmetics. It will also offer subscribers:

A first-of-its-kind analysis of the market niche that has been developing rapidly in Europe

Source of innovative ideas on the market where solid form penetrates into liquid/cream-dominated categories

An understanding of which players are active in this segment and how big of an opportunity it could be to your company

## METHODOLOGY

Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

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