

Beauty and Personal Care Retailing - Germany - January 2019

Report Price: £1095 | \$1495 | €1295

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This report looks at the following areas:

- The competitive arena is changing
- BPC retailing is becoming more demanding

Germany is an anomaly in the European beauty and personal care (BPC) sector. It has a significant drugstore presence because of the strength of the hard discounters whose limited range does not leave much room for BPC products. The sector has performed well. Competition in the sector is increasing and will continue to do so. Trading has been difficult recently as a result of this increasing competition and it is not going to relax. The weakest player in the market, Schlecker, was squeezed out five years ago, but pressure is mounting on the remaining players.



“It would be wrong to suggest that the beauty and personal care retailers have had it easy in recent years, though the failure of Schlecker did give them breathing space. We think they have used it well, strengthening their chains and regaining for the sector all the market share that went with Schlecker. But competition is intensifying and that means that the next five years will be more challenging.”

– Richard Perks, Director of

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