T&D Market developments: health, hygiene and beauty categories

+2% Health Categories

120 80

46%

January – April 2025

Source: NIQ Market Intelligence. Categories: Beauty: Sales revenue growth Jan–Apr 2025 vs 2024. June 2025





+1% Beauty Categories

GFU Home & Consumer Tech

46.6 Bil. \$ (+2.3%) **Total Sales value USD**

and Sales growth

46%

+3% Hygiene Categories







