

# Mass Beauty and Personal Care in the Czech Republic

April 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Mass beauty and personal care products focus on adding premium elements to support sales

Stronger inclination towards private label brands

Sun care amongst the most dynamic mass market categories

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Value growth will be limited, with volume sales improving

Private label expected to thrive, responding to consumers' price sensitivity

Premiumisation trend will remain a major limiting force for mass market categories

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