

# Premium Beauty and Personal Care in Portugal

April 2024

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# Premium Beauty and Personal Care in Portugal - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

The polarisation of beauty and personal care benefits the premium market in 2023 Premium dermocosmetics sun care benefits from consumer's trust New channels benefit retail volume sales of fragrances, but challenge retail value growth

#### PROSPECTS AND OPPORTUNITIES

Despite inflation and declining purchasing power, premium products perform well Rising awareness leads to the growing popularity of premium dermocosmetics

Premium players invest in innovative offerings and experiences to sustain consumer interest

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