

## **Premium Beauty and Personal Care in Austria**

Market Direction | 2022-11-29 | 24 pages | Euromonitor

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### **Report description:**

The measures taken to contain the spread of COVID-19 not only forced consumers to reassess their personal hygiene routines, but it also caused many households to reign in their spending, with many businesses struggling to survive, while there was also widespread job and wage insecurity. These factors influenced spending on beauty and personal care in 2020, with many people switching from premium products and brands to mass/masstige options in order to make savings. Like in mass beauty and person...

Euromonitor International's Premium Beauty and Personal Care in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances , Premium Hair Care, Premium Skin Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Premium Beauty and Personal Care market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Premium eye make-up and nail products fare better than lip products due to mask mandate

Premiumisation holds promise for oral care products

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