

## **Mass Beauty and Personal Care in Israel**

Market Direction | 2023-05-02 | 19 pages | Euromonitor

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### **Report description:**

The significant surge in prices of beauty and personal care categories during 2022, resulted in many consumers buying mass beauty and personal care products. Furthermore, prices of essential commodities like gas, electricity, water, and property taxes, along with basic products, saw a steep increase. Consequently, many Israelis shifted their preferences towards mass beauty and personal care and less premium beauty and personal care products.

Euromonitor International's Mass Beauty and Personal Care in Israel report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass 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 Mass 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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Locals increasingly using mass products during 2022, despite uncertainty of quality  
Retail e-commerce drives demand for mass products in 2022

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#### **DISCLAIMER**

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