

Premium Beauty and Personal Care in Austria

Market Direction | 2023-06-05 | 23 pages | Euromonitor

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Report description:

Premium beauty and personal care recorded strong retail current value terms in 2022. The retail current value growth rate was higher than that seen in mass beauty and personal care. The reasons for this performance were, on the one hand, significant price increases by manufacturers of premium beauty and personal care products, and an increased demand for premium products on the other. Premium beauty and personal care suffered significantly during the Coronavirus (COVID-19) pandemic. Many consume...

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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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