

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

Market Direction | 2024-04-22 | 20 pages | Euromonitor

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### **Report description:**

The long-term premiumisation trend continued to have an influence on sales across numerous categories of beauty and personal care during 2023. The segment of the local population that can easily afford premium products remains quite small, although the group of high-income consumers that are willing to spend more on premium products is definitely growing. This trend is partially fuelled by the larger presence of premium brands on the shelves of beauty specialists as well as online and it is rela...

Euromonitor International's Premium Beauty and Personal Care in Croatia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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 Beauty and Personal Care in Croatia  
Euromonitor International  
April 2024

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