

## **Beauty and Personal Care in Indonesia**

Market Direction | 2024-04-30 | 123 pages | Euromonitor

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### **Report description:**

Beauty and personal care in Indonesia registered positive growth in both volume and current value terms in 2023,. As the country emerged from the pandemic, consumers spent more time outside the home, which meant that they were more likely to use products such as colour cosmetics and hair care products as part of their daily routines. The country's expanding middle class population was also a key determinant in driving sales, as well as the younger consumers, who tend to be most receptive to tryi...

Euromonitor International's Beauty and Personal Care in Indonesia 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: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun 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 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.

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Euromonitor International  
April 2024

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formula, following series of lawsuits

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Rising demand for more natural and safer options

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## 2023 DEVELOPMENTS

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## PROSPECTS AND OPPORTUNITIES

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