

Mass Beauty and Personal Care in Australia

Market Direction | 2024-05-01 | 24 pages | Euromonitor

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Report description:

Despite the persistent impact of cost-of-living pressures over 2023, beauty and personal care in Australia showed resilience. Local consumers did not necessarily reduce their purchases of beauty products but instead sought more affordable options. This resulted in a surge in demand for budget-friendly beauty products, with brands that offer alternatives to premium options gaining traction among consumers. One such brand, MCoBeauty, recently entered major retailers such as Woolworths and Big W, g...

Euromonitor International's Mass Beauty and Personal Care in Australia 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: 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.

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