

# Beauty and Personal Care in the US

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## Beauty and Personal Care in the US

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## PROSPECTS AND OPPORTUNITIES

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Ingredient-led beauty witnesses consumers searching for gentler options suitable for sensitive skin concerns

### PROSPECTS AND OPPORTUNITIES

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A growing number of retailers are eyeing opportunities in beauty and personal care, creating both challenges and opportunities for premium players

### PROSPECTS AND OPPORTUNITIES

With both mass and premium innovations expected, premium players will benefit from focusing on premium features for which consumers are willing to pay extra  
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Mass Beauty and Personal Care in the US

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- Skinification prevalent in mass brands across various product categories
- Key strategy for health and personal care stores and hypermarkets is bringing in new brands to solidify consumer loyalty

PROSPECTS AND OPPORTUNITIES

- Strong potential to meet premiumisation and affordability demands in beauty
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- Consumer demand for dupes to help drive momentum for mass brands

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