

# Premium Beauty and Personal Care in Indonesia April 2024

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# Premium Beauty and Personal Care in Indonesia - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Modest growth in 2023, as price-sensitive middle-income consumers switch to cheaper alternatives

"Skinvestors" look to slow down the ageing process

Multinational brands drive sales

# PROSPECTS AND OPPORTUNITIES

Premiumisation will continue apace within skin care

Growing threat of more affordable, local brands, but premium skin care will remain immune to this trend Increasing focus on digital platforms, as players seek to enhance visibility

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