

# Mass Beauty and Personal Care in Portugal

April 2024

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# Mass Beauty and Personal Care in Portugal - Category analysis

# **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Solid performance for mass products as consumers trade down during 2023 Private label gains ground in a changing retailing landscape Sustainable options gain ground, however, inflation challenges sales

## PROSPECTS AND OPPORTUNITIES

Positive outlook for mass beauty and personal care over the early forecast period Mass products to acquire characteristics from the premium market Social media is increasingly used to reach target consumers groups

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