

Mass Beauty and Personal Care in Spain

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Inflationary pressures and weaker disposable incomes boost sales of mass products
Mass colour cosmetics attract price-sensitive consumers who are seeking “affordable indulgence”
L’Oréal maintains its leadership, thanks to meeting evolving consumer trends

PROSPECTS AND OPPORTUNITIES

Mass sales will continue to be supported to consumers’ weakened spending power
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Emerging competition from players outside of the beauty and personal care space

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Beauty and Personal Care in Spain - Industry Overview

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DISCLAIMER

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