

Mass Beauty and Personal Care in Ireland

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Declining disposable incomes lead consumers to focus on essential items
Trading down negatively impacts sales of some mass market brands
L'Oréal retains its lead, while smaller players gain ground on the landscape

PROSPECTS AND OPPORTUNITIES

Rising disposable incomes will lead some consumers to migrate to premium goods
Gender-neutral, multifunctional products gain ground in Ireland
Local ranges thrive while retailers focus on their own lines of beauty and personal care

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Beauty and Personal Care in Ireland - Industry Overview

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DISCLAIMER

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