

Premium Beauty and Personal Care in Ireland

April 2024

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Premium Beauty and Personal Care in Ireland - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium options perform well within both fragrances and colour cosmetics L'Oréal retains the lead, while competition rises from dermo-cosmetics Online engagement tools drive sales in premium beauty and personal care

PROSPECTS AND OPPORTUNITIES

A recovering economy aids sales of premium offerings over the forecast period Innovation to focus on sustainability, with retailers set to provide refill options Players focus on launching electronic devices to improve efficacy

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DISCLAIMER

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