

# Premium Beauty and Personal Care in the United Arab Emirates

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# Premium Beauty and Personal Care in the United Arab Emirates - Category analysis

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#### 2022 DEVELOPMENTS

Make-up tutorials and masterclasses key to success in the United Arab Emirates

"Millionaire Magnet": Premium segment buoyed by shifts in global wealth

Wellness consumers have community mindset

## PROSPECTS AND OPPORTUNITIES

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Artificial intelligence brings greater personalisation

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