

Mass Beauty and Personal Care in Estonia

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Mass products retain high levels of retail value sales as consumers appreciate affordable goods
Major global manufacturers offer good-quality, affordable mass items
International players lead with well-recognised and widely available brands

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Mass products will continue to retain the lead as daily essentials drive sales
Bath and shower continues to be dominated by mass products
Local presence will remain low as global giants continue to lead

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Beauty and Personal Care in Estonia - Industry Overview

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DISCLAIMER

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