

Mass Beauty and Personal Care in Slovakia

April 2024

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Mass Beauty and Personal Care in Slovakia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mass segment records solid growth in current value terms Discounters gain share due to inflationary climate Mass skin care is most dynamic category

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Lower retail prices to boost volume sales German drugstore chain Rossmann may enter the Slovak market Multinationals will continue to shape beauty and personal care challenged by private label

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DISCLAIMER

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