

Premium Beauty and Personal Care in the United Kingdom

April 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Premium beauty and personal care continues to grow through consumer indulgence
Skinification spreads to other categories, such as hair care and bath and shower
Unisex products become more popular, especially in premium fragrances
Technology to play an increasingly important role in the purchase of premium beauty and personal care products
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Popularity of dupes will create stronger competition for premium products

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DISCLAIMER

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