

Mass Beauty and Personal Care in Bosnia and Herzegovina

April 2024

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Mass Beauty and Personal Care in Bosnia and Herzegovina - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Steady recovery of mass beauty and personal care Mass segments draws attention as consumers economise Consumer demand falls for mass sun care and mass fragrances

PROSPECTS AND OPPORTUNITIES

Premium segment will grow at faster pace as innovation captures the attention of consumers Mass face masks to grow at a strong pace with support of innovation E-commerce growth to remain steady over the forecast period

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DISCLAIMER

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