

Beauty and Personal Care: Half-Year Update 2022

January 2023

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Habit persistence notably accounts for 2022/2023 growth as consumers continue routines

China registers largest downgrade, but changes in zero-COVID policies foretell future optimism

Q4 2022 update readjusts forecast made in Q3 to be more optimistic for Russia and Ukraine

The many drivers of inflation within beauty and personal care

Rising inflation adds pressure on discretionary spend; price changes suggest a peak, for now

Survey confirms to what extent inflation is impacting beauty players' 2022 sales so far

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Key findings

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Real GDP annual growth forecasts and revisions from last quarter

ABOUT OUR INDUSTRY FORECAST MODEL

Beauty and personal care data and reporting timeline

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