Beauty and Personal Care in South Africa

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
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DISCLAIMER

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Baby and Child-Specific Products in South Africa

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2023 DEVELOPMENTS

More dynamic value growth driven by further price increases in 2023
Consumers stockpile baby and child-specific products when on promotion
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Grooming remains vital for most South Africans

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Consumers seek sun protection that does not leave a white cast on their skin

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**Premium Beauty and Personal Care in South Africa**

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