Beauty and Personal Care in Israel

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
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Competitive landscape
Retailing developments
What next for beauty and personal care?

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DISCLAIMER

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**2023 DEVELOPMENTS**
- Shift to mass due to rising cost of living
- Private label grows
- Shift towards discounters

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- Mass to continue growing
- More natural products expected
- Expanding private label segment

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