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

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Baby and Child-Specific Products in Australia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Category growth is resilient, with baby and child-specific sun care outperforming
Natural is leading attribute within baby and child-specific products
Tween beauty trend provides a boost to the category

PROSPECTS AND OPPORTUNITIES

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E-commerce offers expansion potential

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Bath and Shower in Australia
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Refill packaging meets the needs of budget and eco-friendly consumers
The rise of ingredient-led beauty in bath and shower

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Luxe-for-less solution wins hearts and purses

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Product innovation strives to enhance the shaving experience for women

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Wellness-focused formulations gain further ground
Local brands are making strides with inclusive and sustainable practices

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Hair Care in Australia

KEY DATA FINDINGS

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Growing embrace of skinification boosts value growth for mass hair care
Improved distribution is driving the growth of salon professional hair care
Hairscience supports expansion of premium offering

PROSPECTS AND OPPORTUNITIES
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Hair care is anticipated to undergo further exploration of sustainable ingredients and packaging
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Men's Grooming in Australia

KEY DATA FINDINGS

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Rising focus on masculine beauty and self-care is driving men's grooming
Skin care leads growth in men's grooming
E-commerce attracts consumers with convenience and accessibility

PROSPECTS AND OPPORTUNITIES
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Oral Care in Australia

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Innovative feature and consumer education propel expansion of electric toothbrushes

PROSPECTS AND OPPORTUNITIES
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Skin Care in Australia

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Lingering cost-of-living pressures result in polarised spending on skin care
Anti-agers continue to grow due to demographic changes and consumer education
Microbiome-friendly skin care strengthens emphasis on ingredient-led beauty

PROSPECTS AND OPPORTUNITIES
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Sun Care in Australia

KEY DATA FINDINGS

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Innovation supports solid demand for sun protection
Increasing interest in specific features of sun care
Self-tanning is gaining momentum in Australia

PROSPECTS AND OPPORTUNITIES
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Regulatory change will impact Australia’s sun protection formulation landscape
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Premium Beauty and Personal Care in Australia

KEY DATA FINDINGS

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Premium segment records strong growth in 2023
Efficacy as a key differentiator within premium beauty and personal care
Retail offline reigns supreme for premium beauty brands

PROSPECTS AND OPPORTUNITIES
Premium brands are shifting their focus from functionality to emotion
Beauty industry is undergoing an innovative shift towards inclusivity and sustainability
Tapping into the new generation of beauty shoppers

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Mass Beauty and Personal Care in Australia

KEY DATA FINDINGS

2023 DEVELOPMENTS

“Dupe culture” is on the rise in Australia
Beauty on a budget with grocery expanding its affordable ranges
Mass brands strive to narrow the gap with premium options

PROSPECTS AND OPPORTUNITIES

Weak consumer confidence is anticipated, resulting in growth for mass beauty and personal care
Sustainability presents a significant opportunity for mass beauty brands to drive growth
Private label is set to see further growth

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