Super Premium Beauty and Personal Care in Germany

April 2022

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KEY DATA FINDINGS

2021 DEVELOPMENTS
Super premium beauty and personal care rebounds, but not as dynamically as other personal luxury categories
Super premium fragrances fails to rebound
L’Oréal continues to catch up with the leader Coty

PROSPECTS AND OPPORTUNITIES
Super premium colour cosmetics set to drive growth...
... while super premium fragrances will need more time
Multichannel approach will continue to gain interest

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Strong recovery despite prolonged disruption caused by the pandemic
The pandemic necessitates the e-commerce route
Personal luxury brands keep losing ground to premium and luxury cars
Lockdowns in 2021 further improve the performance of e-commerce
Luxury goods expected to grow solidly across categories

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DISCLAIMER

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