

Mass Beauty and Personal Care in Austria

June 2023

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2022 DEVELOPMENTS

Return to pre-pandemic lifestyles and inflationary pressures boost demand and retail value sales, respectively

Mass colour cosmetics benefits from the resumption of out-of-home lifestyles while a long, hot summer and holidays boost mass sun care

L'Oréal and Beiersdorf continue to compete fiercely

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DISCLAIMER

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