

# Premium Beauty and Personal Care in Croatia

April 2024

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# Premium Beauty and Personal Care in Croatia - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Premium brands gain ground, despite pressure on discretionary spending L'Oréal maintains its leading position in premium beauty and personal care Constant attention to marketing essential for success for premium brands

# PROSPECTS AND OPPORTUNITIES

Deteriorating economic situation set to put pressure on demand for premium brands Consumers to demand more value from premium beauty and personal care brands Premium skin care set to win big as consumers demand the ultimate in anti-ageing

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