**Premium Beauty and Personal Care in Belgium - Category analysis**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**
Consumption falls for higher-priced premium products
Dermocosmetics provide a growth area in the premium segment
The new EU Omnibus Directive creates negative impact on premium beauty and personal care products

**PROSPECTS AND OPPORTUNITIES**
Premium beauty and personal care products to experience strong performance
Dermocosmetic brands to gain larger share in premium segment
Positive developments in colour cosmetics

**CATEGORY DATA**
Table 1 - Sales of Premium Beauty and Personal Care by Category: Value 2018-2023
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**EXECUTIVE SUMMARY**
Beauty and personal care in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

**MARKET DATA**
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**DISCLAIMER**

**SOURCES**
Summary 1 - Research Sources

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