

Voice of the Industry: Beauty and Personal Care

April 2022

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INTRODUCTION

Voice of the Industry: Beauty and Personal Care Voice of the Industry: Beauty and Personal Care snapshot

KEY TRENDS IMPACTING THE INDUSTRY

Digitalisation and wellness key defining trends in beauty New business focus stretches beyond primary product credentials

SALES FORECASTS AND CHANNEL SHIFTS

Upbeat sentiment about future performance but challenges linger Internet retailing establishes itself as a mainstream beauty channel Investment in e-commerce continues to proliferate and diversify

SHIFTS IN CONSUMER BEHAVIOUR

Paired-back routines and at-home experiences point to simplification Expectations of environmental sustainability increase in priority

INDUSTRY INNOVATIONS

More targeted and focused innovation efforts Rethinking new relevance to meet evolving consumer values

ABOUT VOICE OF THE INDUSTRY

About Euromonitor's Voice of the Industry survey series Respondents

About Euromonitor International

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