

Premium Beauty and Personal Care in the United Kingdom

May 2024

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### Premium Beauty and Personal Care in the United Kingdom - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Premium beauty and personal care continues to be driven by TikTok trends Premium fragrances continues to drive value sales in 2023 Ingredients become as important as brand name in terms of premium feature

#### PROSPECTS AND OPPORTUNITIES

Brand expansion and M&A activity indicate growth for the forecast period Younger consumers invest in premiums brands Minimal threat for premium products from "dupe" culture

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