

# Premium Beauty and Personal Care in France

May 2024

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# Premium Beauty and Personal Care in France - Category analysis

# **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

"Less is more" trend benefits the growth of premium beauty and personal care

Consumers expect premium brands to be eco-responsible

Fragrances leads the growth of premium beauty and personal care

# PROSPECTS AND OPPORTUNITIES

A continued focus on dermatologicals expected

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Advances in technology will pave the way for more personalised experiences

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