

Premium Beauty and Personal Care in Estonia

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Solid growth driven by premium skin care as consumers invest in facial products
International players lead premium offerings, while small local players go niche
E-commerce plays an increasing role in growing the share of premium goods

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Stronger growth than mass goods, driven by raising disposable incomes
Premium offerings in deodorants drives growth in the pharmacy channel
Consumers are willing to play higher prices for premium facial care

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Beauty and Personal Care in Estonia - Industry Overview

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DISCLAIMER

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