EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture
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Inflationary pressures contribute to strong value increase
Baby and child-specific sun care continues to recover from steep declines seen during COVID-19 pandemic
Medicated and premium baby and child-specific products benefit from increased brand presence

PROSPECTS AND OPPORTUNITIES

Limited brand presence and substitutability still constrains growth potential of baby and child-specific products
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Bath and Shower in North Macedonia

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Hand sanitisers sales continue to decline as consumers opt for liquid and bar soap
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**PROSPECTS AND OPPORTUNITIES**

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Eye make-up and lipstick drive growth in colour cosmetics
Competitively priced colour cosmetics sets/kits best performing category
New product launches support growth in colour cosmetics

**PROSPECTS AND OPPORTUNITIES**

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**Deodorants in North Macedonia**

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Health and wellness trend boosts demand for natural deodorant creams
Nivea launches new products, reinforcing the brand’s presence in the product area
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Hair removers/bleaches lose in popularity

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Fragrances remains a dynamic category

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Local player retains lead

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Premium Beauty and Personal Care in North Macedonia

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PROSPECTS AND OPPORTUNITIES
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KEY DATA FINDINGS

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Premium beauty and personal care products outpace mass counterparts
A well-established player, L’Oréal maintains its lead in mass beauty and personal care

PROSPECTS AND OPPORTUNITIES
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