

Premium Beauty and Personal Care in South Africa

May 2024

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Premium Beauty and Personal Care in South Africa - Category analysis

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2023 DEVELOPMENTS

Premium brands offer travel sizes or mini versions of beauty and personal care Consumers still prefer mass beauty and personal care over premium products Limited innovation by premium brands in South Africa

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Consumers to shift further away from premium brands to support local products Opportunities for premium brands offered by loyalty membership schemes Consumers' priorities switch to skin care routines

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