

Mass Beauty and Personal Care in Singapore

April 2024

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Mass Beauty and Personal Care in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mass beauty and personal care categories witness solid growth Multinationals continue to lead mass beauty and personal care The premiumisation trend drives value sales within the mass segment

PROSPECTS AND OPPORTUNITIES

Private label to likely threaten mass brands in the near future Influence of social media set to grow further Digitalisation provides growth opportunities

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DISCLAIMER

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