

Value Creation Through Back to Basics in Health and Beauty

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"Next normal" priorities necessitate value reassessment in health and beauty

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Value Creation Through Back to Basics in-depth

Simplicity and minimalism

Product and price hybridity

Trust and efficacy

Holistic Wellness

Value Creation Through Back to Basics in focus

Companies are meeting the needs of consumers using various strategies

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Simplification of routines and formulations: Mucinex

Embracing minimalism for mindful consumption: Minori

Exploring cross-category synergies and holistic multi-taskers: Olly Nutrition

Rebuilding trust in science for ultimate efficacy and radical transparency: Codex Beauty

Holistic and targeted need state segmentation: Rae Wellness

Endorsing social purpose, inclusivity and accessibility: TULA Skincare

Value Creation Through Back to Basics

Key Industry takeaways

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/value-creation-through-back-to-basics-in-health-and-beauty/report.