



Mass Beauty and Personal Care in Belgium

April 2023

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Mass Beauty and Personal Care in Belgium - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Value sales rise due to significant increase in prices during 2022

Consumers prefer to shop on promotion rather than down trade in 2022

Mass fragrances, colour cosmetics and sun care among best performing products in 2022 as consumers return to out of home activities

PROSPECTS AND OPPORTUNITIES

Price as well as quality, health and wellness to influence consumer purchasing decisions during the forecast period

Increasing competition from premium dermocosmetics likely over the second half of the forecast period

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DISCLAIMER

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