



Mass Beauty and Personal Care in France

May 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

A decent performance in mass beauty and personal care, as sales continue to recover post-pandemic

The skyrocketing of discounters in an inflationary landscape

The “green” wave continues to roll

PROSPECTS AND OPPORTUNITIES

Organic offers face both opportunities and challenges

Solid formats expected to gradually become more prominent, with sustainability as a key selling point

Low prices needed to boost volume sales, but without a compromise on quality

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DISCLAIMER

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