

Mass Beauty and Personal Care in Spain

May 2022

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Mass Beauty and Personal Care in Spain - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Demand for mass fragrances, mass adult sun care and mass colour cosmetics rebounds strongly as consumers spend less time at home

As economic conditions stabilise, mass products underperform premium offerings

Girls now interested in beauty and personal care at a younger age

PROSPECTS AND OPPORTUNITIES

Mass brands will continue to lag their premium counterparts

Increased opportunities for segmentation – particularly among older consumers

More consumers will take a more natural and simplified approach to beauty and personal care

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DISCLAIMER

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