

# Super Premium Beauty and Personal Care in South Africa

March 2022

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## Super Premium Beauty and Personal Care in South Africa - Category analysis

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#### 2021 DEVELOPMENTS

Skin care more resilient than other super premium categories  
High brand awareness within the category due to social media platforms  
ARC – a new shopping destination for premium and luxury beauty brands

#### PROSPECTS AND OPPORTUNITIES

Slow recovery as consumers reduce non-essential purchases  
Price promotions to continue in an attempt to drive demand  
E-commerce used to build knowledge of products but consumers still prefer to test products in stores

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