



Euromonitor  
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# Skin Care in Germany

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## Skin Care in Germany - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Skin care is supported by the ongoing self-care and health and wellbeing trends

Targeted uses, multiple benefits, dermocosmetics, and sustainability drive trends

Dermocosmetics achieve robust value growth, thanks to aligning with current skin care trends

#### PROSPECTS AND OPPORTUNITIES

Skin care will see ongoing stable demand

From dermocosmetics to natural formulations, consumers will continue to seek efficacy and convenience

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### DISCLAIMER

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