



# Skin Care in the Czech Republic

April 2024

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## Skin Care in the Czech Republic - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

SPF is main trend in skin care, while skinimalism increases in popularity  
British cosmetics brand, Elemis, officially enters the Czech market  
High inflation and rising prices continue to challenge volume sales, while retail value grows strongly

#### PROSPECTS AND OPPORTUNITIES

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