



# Mass Beauty and Personal Care in Indonesia

April 2024

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## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Mass products see positive growth, thanks to beneficial demographic trends and developments in the consumer behaviour

Body care products gain importance within mass personal care category

Israel-Hamas war impacts beauty and personal care landscape in Indonesia, with local companies benefiting from a growing presence

### PROSPECTS AND OPPORTUNITIES

Healthy growth expected, with South Korean beauty products remaining popular

Israel-Hamas war will likely continue to have an impact on the competitive landscape, while Beiersdorf expands its production facility

Conscious beauty trend will gain traction, although science-backed claims will remain important

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