



# Mass Beauty and Personal Care in Estonia

April 2024

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## Mass Beauty and Personal Care in Estonia - Category analysis

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#### 2023 DEVELOPMENTS

Mass products retain high levels of retail value sales as consumers appreciate affordable goods

Major global manufacturers offer good-quality, affordable mass items

International players lead with well-recognised and widely available brands

#### PROSPECTS AND OPPORTUNITIES

Mass products will continue to retain the lead as daily essentials drive sales

Bath and shower continues to be dominated by mass products

Local presence will remain low as global giants continue to lead

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