



Mass Beauty and Personal Care in Australia

May 2024

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Mass Beauty and Personal Care in Australia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

“Dupe culture” is on the rise in Australia
Beauty on a budget with grocery expanding its affordable ranges
Mass brands strive to narrow the gap with premium options

PROSPECTS AND OPPORTUNITIES

Weak consumer confidence is anticipated, resulting in growth for mass beauty and personal care
Sustainability presents a significant opportunity for mass beauty brands to drive growth
Private label is set to see further growth

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Beauty and Personal Care in Australia - Industry Overview

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DISCLAIMER

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