



# Value Creation Through Back to Basics in Health and Beauty

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“Next normal” priorities necessitate value reassessment in health and beauty

Value Creation Through Back to Basics in Health and Beauty

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Value Creation Through Back to Basics in-depth

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Product and price hybridity

Trust and efficacy

Holistic Wellness

Value Creation Through Back to Basics in focus

Companies are meeting the needs of consumers using various strategies

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Simplification of routines and formulations: Mucinex

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Value Creation Through Back to Basics

Key Industry takeaways

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/value-creation-through-back-to-basics-in-health-and-beauty/report](http://www.euromonitor.com/value-creation-through-back-to-basics-in-health-and-beauty/report).