



# Beauty and Personal Care in the US

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## Beauty and Personal Care in the US

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Ingredient-led beauty witnesses consumers searching for gentler options suitable for sensitive skin concerns

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- Rise in demand for organic and vegan self-tanning products

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- Luxury players continue deepening their penetration in US beauty and personal care
- A growing number of retailers are eyeing opportunities in beauty and personal care, creating both challenges and opportunities for premium players

#### PROSPECTS AND OPPORTUNITIES

- With both mass and premium innovations expected, premium players will benefit from focusing on premium features for which consumers are willing to pay extra
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- Skinification prevalent in mass brands across various product categories
- Key strategy for health and personal care stores and hypermarkets is bringing in new brands to solidify consumer loyalty

#### PROSPECTS AND OPPORTUNITIES

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