



Euromonitor
International

Skin Care in Austria

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumer interest in skin barrier health and k-beauty supports strong value sales growth
Private label appeal and low-price strategy drive dynamic growth for dm-Drogerie Markt
Health and personal care stores remain dominant, while e-commerce continues to gain ground

PROSPECTS AND OPPORTUNITIES

Strong demand for facial care and premium innovation expected to sustain growth
Premium skin care to outpace mass brands, led by facial care innovations
Innovation focused on ingredients, multifunctionality, and sustainability

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Beauty and Personal Care in Austria - Industry Overview

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DISCLAIMER

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