



Euromonitor
International

Skin Care in Portugal

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Facial care drives growth as consumers seek anti-ageing, anti-acne, and brightening solutions
L'Oréal Portugal improves its lead, offering a strong portfolio across both mass and premium skin care
Beauty specialists lose share as competition from supermarkets and retail e-commerce rises

PROSPECTS AND OPPORTUNITIES

Rising consumer knowledge and focused, targeted solutions are set to support growth
Opportunities exist for niche players and products targeted at younger consumers
Innovation is set to focus on active ingredients and tech-enhanced tools that align with sophisticated routines

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Beauty and Personal Care in Portugal - Industry Overview

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DISCLAIMER

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