



Euromonitor
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Skin Care in Pakistan

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising demand for products offering additional or multifunctional benefits
- Unilever remains the dominant force in skin care
- Modern retailers strengthen their position in urban areas, offering a broader product assortment and attractive bundle deals

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- Positive outlook
- Growing emphasis on both authenticity and functionality
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Beauty and Personal Care in Pakistan - Industry Overview

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DISCLAIMER

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