



Mass Beauty and Personal Care in Austria

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Downtrading drives growth in mass beauty and personal care as consumers seek affordable quality
Sustainability, innovation and affordability define the competitive landscape in 2024
Affordability, quality, and premium positioning drive consumer loyalty to mass beauty and personal care

PROSPECTS AND OPPORTUNITIES

Mass beauty and personal care remains dominant but faces growing competition from premiumisation and private label brands
Interest in mass skin care and body mists grows, while self-tanning loses appeal
Sustainability and packaging innovation become key areas of investment

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Beauty and Personal Care in Austria - Industry Overview

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DISCLAIMER

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