



Euromonitor  
International

# Mass Beauty and Personal Care in Portugal

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Value pack sizes and the expansion of private label supports sales in 2024  
L'Oréal Portugal Unipessoal Lda retains its lead, offering a wide range of brands  
Innovation focuses on advanced formulas and sustainability to drive growth

PROSPECTS AND OPPORTUNITIES

Social media and a focus on advanced formulations are set to drive sales within mass beauty and personal care  
Rising competition and global influences are expected to influence mass beauty and personal care  
Innovation and sustainability are set to shape product innovation across the forecast period

CATEGORY DATA

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Beauty and Personal Care in Portugal - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/mass-beauty-and-personal-care-in-portugal/report](http://www.euromonitor.com/mass-beauty-and-personal-care-in-portugal/report).