



**Euromonitor
International**

Premium Beauty and Personal Care in Pakistan

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Affluent consumers continue to seek efficacy, status, and luxury, driving growth in 2024
- Luxury fragrance houses gain traction for gifting and self-indulgence purchases
- Rising demand for products with visible results, dermatologist endorsements, and global cult reputations

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- Growth driven by rising skin health awareness
- Digital and social commerce will drive expansion
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Beauty and Personal Care in Pakistan - Industry Overview

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DISCLAIMER

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