



Euromonitor
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Mass Beauty and Personal Care in Indonesia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Mass skin care continues to dominate, with consumers aiming for radiant skin
Skintific drives growth from a low base thanks to its successful marketing approach
Factors other than price are becoming more important in purchasing decisions

PROSPECTS AND OPPORTUNITIES

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Halal labelling will be essential, especially from 2026
Skin care set to be an element in more mass beauty and personal care products

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Beauty and Personal Care in Indonesia - Industry Overview

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DISCLAIMER

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