



# Mass Beauty and Personal Care in Australia

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales see steady growth thanks to improving economic conditions  
L'Oréal remains on top thanks to a strong performance in 2024  
Dupes attracting attention as consumers look for savings

PROSPECTS AND OPPORTUNITIES

Mass products likely to retain their appeal over the forecast period  
Social media engagement key to reaching out to younger consumers  
Dupe culture showing no signs of slowing while sustainability concerns likely to have a growing influence

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Beauty and Personal Care in Australia - Industry Overview

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DISCLAIMER

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