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Beauty and Personal Care in Bosnia and Herzegovina

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EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture
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DISCLAIMER

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Moderate current value growth, though volume growth muted
Beiersdorf passes out Violeta to gain top position
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Gillette still leads, though private label gaining value share

Double-digit value growth for e-commerce

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- Beiersdorf holds on to top spot

Quality, as well as price, drive value sales

PROSPECTS AND OPPORTUNITIES

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Multinationals continue to dominate

Focus on natural and sustainable

CATEGORY DATA

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