



Euromonitor
International

Skin Care in North Macedonia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Anti-ageing, skin health and body care drive growth in skin care in 2024
The popularity of Nivea allows Beiersdorf to retain its lead in skin care
Consumers appreciate beauty specialists as they can trial various products

PROSPECTS AND OPPORTUNITIES

Advanced formulations and cutting-edge technologies are expected to boost value growth in skin care
A rising demand for personalised skin care solutions will shape innovations
AI-powered skin analysis tools are expected to shape the industry across the next five years

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Beauty and Personal Care in North Macedonia - Industry Overview

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DISCLAIMER

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