



Mass Beauty and Personal Care in Spain

April 2024

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Mass Beauty and Personal Care in Spain - Category analysis

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2023 DEVELOPMENTS

Inflationary pressures and weaker disposable incomes boost sales of mass products
Mass colour cosmetics attract price-sensitive consumers who are seeking “affordable indulgence”
L'Oréal maintains its leadership, thanks to meeting evolving consumer trends

PROSPECTS AND OPPORTUNITIES

Mass sales will continue to be supported to consumers' weakened spending power
Mass players place a greater focus on at-home experiences through developments in technology
Emerging competition from players outside of the beauty and personal care space

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DISCLAIMER

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