



Mass Beauty and Personal Care in Indonesia

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Mass products see positive growth, thanks to beneficial demographic trends and developments in the consumer behaviour

Body care products gain importance within mass personal care category

Israel-Hamas war impacts beauty and personal care landscape in Indonesia, with local companies benefiting from a growing presence

PROSPECTS AND OPPORTUNITIES

Healthy growth expected, with South Korean beauty products remaining popular

Israel-Hamas war will likely continue to have an impact on the competitive landscape, while Beiersdorf expands its production facility

Conscious beauty trend will gain traction, although science-backed claims will remain important

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DISCLAIMER

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