



Premium Beauty and Personal Care in Indonesia

April 2024

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2023 DEVELOPMENTS

Modest growth in 2023, as price-sensitive middle-income consumers switch to cheaper alternatives

“Skinvestors” look to slow down the ageing process

Multinational brands drive sales

PROSPECTS AND OPPORTUNITIES

Premiumisation will continue apace within skin care

Growing threat of more affordable, local brands, but premium skin care will remain immune to this trend

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DISCLAIMER

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