



Premium Beauty and Personal Care in Austria

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Premium beauty and personal care growth tempered by price sensitivity and rising competition
L'Oréal strengthens lead through broad premium portfolio and strategic investment
Price sensitivity leads to downtrading, though premiumisation continues in niche areas

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Premium beauty and personal care set to maintain steady growth momentum
Premium lipstick set to lead growth with innovation and celebrity influence
Sustainability and innovation to drive packaging evolution and product launches

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Beauty and Personal Care in Austria - Industry Overview

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DISCLAIMER

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