



Euromonitor
International

Premium Beauty and Personal Care in Croatia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Premium beauty and personal care remains strong due to perception of high quality and ongoing innovations
L'Oréal leads premium beauty and personal care, thanks to its impressive brand portfolio
Ongoing price sensitivity suppresses potential stronger sales of premium products

PROSPECTS AND OPPORTUNITIES

Ongoing growth and evolution expected over the forecast period, with a strong rate of innovation
E-commerce expected to gain traction in line with growing omnichannel strategies
Technological advancements will continue to streamline the analysis and shopping experience

CATEGORY DATA

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Beauty and Personal Care in Croatia - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/premium-beauty-and-personal-care-in-croatia/report.