



Mass Beauty and Personal Care in the United Kingdom

May 2026

Mass Beauty and Personal Care in the United Kingdom - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

K-Beauty Brands Drive Multipurpose Demand as Consumers Prioritise Holistic Wellness

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K-Beauty Brands Drive Multipurpose Demand as Consumers Prioritise Holistic Wellness

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Coty Leverages Storytelling to Boost Premium Fragrance Spending

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