



**Euromonitor
International**

Premium Beauty and Personal Care in Israel

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Overall demand slows amidst continued price hikes and economic uncertainty
Premium fragrances still the largest of the main categories in value terms
S Schestowitz Ltd continues to lead the premium segment

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Demand should pick up as economic climate improves
Premium skin care will continue to profit from strong brand loyalty
Products with natural ingredients and molecular formulas set to perform well

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Beauty and Personal Care in Israel - Industry Overview

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DISCLAIMER

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