



**Euromonitor
International**

Premium Beauty and Personal Care in Portugal

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Strong value growth is supported by innovation, luxury, and sustainability
L'Oréal Portugal Unipessoal Lda retains its lead while LVMH Perfumes & Cosmética Lda records strong value growth
Rising demand for premium attributes as consumers become more informed

PROSPECTS AND OPPORTUNITIES

The demand for products that focus on long-term wellness is set to boost growth
Lower growth expected for premium bath and shower as many remain unwilling to invest in high-priced bath goods
Technological advancements and sustainable features are set to shape innovations

CATEGORY DATA

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Beauty and Personal Care in Portugal - Industry Overview

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DISCLAIMER

SOURCES

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