



Euromonitor
International

Skin Care in Austria

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Consumer interest in skin barrier health and k-beauty supports strong value sales growth
Private label appeal and low-price strategy drive dynamic growth for dm-Drogerie Markt
Health and personal care stores remain dominant, while e-commerce continues to gain ground

PROSPECTS AND OPPORTUNITIES

Strong demand for facial care and premium innovation expected to sustain growth
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Beauty and Personal Care in Austria - Industry Overview

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DISCLAIMER

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