Beauty and Personal Care in Israel

May 2025

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CATEGORY DATA

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Domestic producer Dr Fischer maintains commanding lead
Increased price sensitivity favours discounters channel

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Mass segment set to remain dominant
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S Schestowitz Ltd continues to lead the premium segment

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CATEGORY DATA

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KEY DATA FINDINGS

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Cosmopharm remains the overall leader
Appetite for experimentation and influencer recommendations help to boost sales

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Demand for mass products expected to remain robust
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CATEGORY DATA