

# Premium Beauty and Personal Care in Pakistan

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## Abstracts

While in 2022 Pakistan largely put the disruptions caused by the pandemic behind it, there were other challenges. Massive devaluation of the Pakistani rupee against major world currencies and spiralling double-digit inflation, partly caused by the energy crisis stemming from the war in Ukraine, led to a dismal economic picture. In addition, catastrophic floods left hundreds of thousands in need of emergency aid. With this background, value sales for premium beauty and personal care continued to...

Euromonitor International's Premium Beauty and Personal Care in Pakistan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium Skin Care.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Premium Beauty and Personal Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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