



Beauty and Personal Care in the Philippines

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Beauty and Personal Care in the Philippines

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Mass Beauty and Personal Care in the Philippines

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Multinationals lead sales but local brands make strides

Skin lightening products and dermocosmetics retain a strong presence

PROSPECTS AND OPPORTUNITIES

Filipinos will become more open to trying new products, alongside rising levels of purchasing power, with local brands expected to gain traction

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Men's grooming will offer new opportunities for brands to expand their presence in the market

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