

Skin Care in Uruguay

April 2024

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Skin Care in Uruguay - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Positive volume and value growth supported by rising demand for premium brands
Skin care products with a dermocosmetic positioning continue to gain ground
L'Oréal further extends its lead in skin care as it capitalises on the dermocosmetics trend

PROSPECTS AND OPPORTUNITIES

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Brands will have to work harder to attract the attention of increasingly sophisticated consumers
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DISCLAIMER

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