



# Skin Care in Argentina

April 2024

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## Skin Care in Argentina - Category analysis

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#### 2023 DEVELOPMENTS

Skin care continues to record retail volume growth, viewed as essential by many

Facial care drives skin care sales, as body care routines are not habitual

Direct sellers lose ground, negatively impacted by import restrictions

#### PROSPECTS AND OPPORTUNITIES

Challenges in the early forecast period as price sensitivity rises

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