



Premium Beauty and Personal Care in Dominican Republic

April 2024

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Premium Beauty and Personal Care in Dominican Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premiumisation slows down as consumers face financial constraints
Tourism recovery favours demand for certain beauty and personal care products
L'Oréal Groupe leads the premium segment supported by ongoing innovation

PROSPECTS AND OPPORTUNITIES

Premium products to witness sustained growth as the Dominican economy stabilises
Premium brands aim to help support emotional wellbeing
Promoting virtual socialisation is an increasingly common strategy to validate the effectiveness of products

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