

Mass Beauty and Personal Care in Bolivia

Market Direction | 2024-04-19 | 20 pages | Euromonitor

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Report description:

Mass beauty and personal care in Bolivia registered higher value growth than premium in 2023. With prices rising, particularly for imported brands, due to a significant fall in foreign cash reserves, there was a degree of trading down behaviour from premium to mass. Mass players also tried to minimise price rises as much as possible. That being said, prices did rise, and this pushed some consumers to cross over to the black market, where contraband is widely available through traditional channel...

Euromonitor International's Mass Beauty and Personal Care in Bolivia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

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