

**Mass Beauty and Personal Care in Dominican Republic**

Market Direction | 2024-04-22 | 22 pages | Euromonitor

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**Report description:**

Consumer purchasing behaviour of beauty and personal care has evolved in the face of rising costs of living, with middle- and low-income demographics most affected by the inflationary conditions in the Dominican Republic. Many of these consumers were unwilling to forgo beauty and personal care items, which are used on a daily basis. Nevertheless, there was a tendency to buy more affordable products in the mass segment, which in 2023 reported a better sales performance than premium products. This...

Euromonitor International's Mass Beauty and Personal Care in Dominican Republic 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

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