

Skin Care in Uruguay

Market Direction | 2024-04-30 | 25 pages | Euromonitor

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Report description:

2023 was another year of positive volume growth for skin care as the category continues to benefit from the increasing numbers of local consumers performing their beauty routines at home, rather than relying on the services of professional beauticians. This trend began earlier in the review period at the peak of the COVID-19 pandemic, when the strict approach taken to social distancing deprived many local consumers of the opportunity to visit beauty salons, resulting in them undertaking their fa...

Euromonitor International's Skin Care in Uruguay 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: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Skin 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.

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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'Oreal further extends its lead in skin care as it capitalises on the dermocosmetics trend

PROSPECTS AND OPPORTUNITIES

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