

Skin Care in Argentina

April 2024

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Skin Care in Argentina - Category analysis

KEY DATA FINDINGS

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

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Challenges in the early forecast period as price sensitivity rises Opportunity for local players to grow as premium options become unaffordable Hypermarkets and supermarkets expand their offerings, including imported brands

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DISCLAIMER

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