

# Mass Beauty and Personal Care in Uzbekistan

May 2023

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# Mass Beauty and Personal Care in Uzbekistan - Category analysis

# **KEY DATA FINDINGS**

# 2022 DEVELOPMENTS

Mass beauty and personal care benefits from consumer price-sensitivity The range of international brands has reduced due to logistical challenges Counterfeit products continue to disrupt mass beauty and personal care

# PROSPECTS AND OPPORTUNITIES

Mass products in essential categories will remain the most popular Local production has scope for growth, supported by government initiatives Direct sales channels will continue to develop

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DISCLAIMER

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