

Personal Care Appliances in Chile

December 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Rebound for personal care appliances as consumers remain cautious of spending on non-essential services
Electric facial cleansers continues to record strong growth from a low base, while demand for hair care appliances stabilises
Brand value remains important, as Chileans search for products that inspire quality

PROSPECTS AND OPPORTUNITIES

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Leading retailers are key to accessing wider consumer base

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