EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture
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Competitive landscape
Retailing developments
What next for beauty and personal care?

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DISCLAIMER

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Baby and Child-Specific Products in Bolivia

KEY DATA FINDINGS

2022 DEVELOPMENTS

Return to school and leisure activities drives recovery in baby and child-specific products
Bellcos Bolivia expands portfolio with new Arrurrú Naturals brand
Industrias Luri Srl launches new Juicy mass brand targeting teenagers

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Eye make-up remains core area of growth
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Unilever Andina Bolivia continues to lead deodorants category

PROSPECTS AND OPPORTUNITIES

Product innovations to drive sales performance
Deodorants with added-value properties will add dynamism to category performance
More products to be promoted on social networks
Depilatories in Bolivia

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Depilatories continues to recover from pandemic
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Companex Bolivia remains the leading company in razors and blades

PROSPECTS AND OPPORTUNITIES

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Direct selling companies continue to lead in sun care

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Dermocosmetics sales rise in premium segment

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Mass Beauty and Personal Care in Bolivia

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Direct selling still relevant through constant innovations

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