Beauty and Personal Care in Bolivia

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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

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Skin care products register healthy volume growth
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Increased prices pushes consumers to illicit market

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2023 DEVELOPMENTS

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PROSPECTS AND OPPORTUNITIES

Moderate outlook over forecast period
After sun sees some volume growth over forecast period
Brands innovate mainly by offering different formats

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Premium Beauty and Personal Care in Bolivia

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Premium fragrances account for most value sales
Men’s premium sees growth

PROSPECTS AND OPPORTUNITIES

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Mass Beauty and Personal Care in Bolivia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Modest value growth in 2023
Mass sun care registers double-digit volume growth
Direct sellers continue to lead

PROSPECTS AND OPPORTUNITIES

Price discounting and promotions key growth drivers
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