

# Premium Beauty and Personal Care in Peru

April 2024

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#### Premium Beauty and Personal Care in Peru - Category analysis

## **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

New players enter premium beauty and personal care, boosting sales Premium brands focus their promotions on personalisation Competitive strategies are re-set to take on dermocosmetics

#### PROSPECTS AND OPPORTUNITIES

Premium products expected to grow at a steady pace Developments in e-commerce will help to support ongoing growth L'Oréal set to remain the leader thanks to impressive premium portfolio

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