

Mass Beauty and Personal Care in Peru

April 2024

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Mass Beauty and Personal Care in Peru - Category analysis

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Direct sellers invest in omnichannel strategies to boost mass sales

Natura adds natural Peruvian ingredients to its products

Direct sellers launch product lines to compete with dermocosmetics

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Private label will continue to attract price-sensitive consumers

Trend towards dermocosmetics-based ingredients and formulas will continue apace

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