

Premium Beauty and Personal Care in Uruguay

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium beauty and personal care continues to grow in volume and value terms
E-commerce emerges strongly as a useful tool to attract the attention of consumers
L'Oréal is the leading premium player due to its advantageous position in pharmacies

PROSPECTS AND OPPORTUNITIES

New omnichannel distribution strategies to influence the category's development
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