

Mass Beauty and Personal Care in Costa Rica

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Mass products containing activated charcoal gain ground beyond oral care
- Men show greater brand loyalty than women in the mass segment
- Differentiation strategies help smaller players hold their own against global brands

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- Interest in mass products with stronger health credentials set to rise
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- Price-based promotions expected to remain a key competitive tactic

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Beauty and Personal Care in Costa Rica - Industry Overview

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DISCLAIMER

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