

Premium Beauty and Personal Care in Costa Rica

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- E-commerce remains a key distribution and promotional channel for premium brands
- Dermocosmetics continue to make gains in premium skin care
- Purchasing decisions increasingly shaped by influencers and celebrity endorsements

PROSPECTS AND OPPORTUNITIES

- Storytelling and brand narratives will be focal points for marketing investment
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- Health-oriented innovation likely to be particularly visible in the premium segment

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Beauty and Personal Care in Costa Rica - Industry Overview

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DISCLAIMER

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