



**Euromonitor
International**

Mass Beauty and Personal Care in Uruguay

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Reduction in cross-border shopping drives rebound in retail current value sales
- Beiersdorf SA benefits from booming demand for dermatological brands
- Colour cosmetics increasingly distributed through pharmacies

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- Pricing strategies will become more aggressive

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Beauty and Personal Care in Uruguay - Industry Overview

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DISCLAIMER

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