



Hair Care in Dominican Republic

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Dominican consumers are becoming more sophisticated in their hair care
- Growing offer of products with multifunctional properties and ingredients that claim to provide nutrition to the hair
- Supermarket chains consolidate their position in hair care, with increasing portfolios and frequent promotions

PROSPECTS AND OPPORTUNITIES

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Beauty and Personal Care in Dominican Republic - Industry Overview

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DISCLAIMER

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