



# Beauty and Personal Care in Dominican Republic

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Most Dominican parents already pay attention to the importance of children’s personal care  
Brands aim for a broader product range strategy for more personalised needs  
Pharmacy channel showcases products with scientific validation claims

PROSPECTS AND OPPORTUNITIES

The adoption of new rituals of caring for their children, by the new generations of parents, enhances the development of the category  
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Bath and shower has a high concentration of global companies with Colgate-Palmolive in the lead

Income asymmetry among local consumers is a determining factor in choosing the purchasing channel

## PROSPECTS AND OPPORTUNITIES

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Direct selling is still the most relevant in the sale of colour cosmetics, although it is impacted by generational changes

#### PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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PROSPECTS AND OPPORTUNITIES

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Supermarket chains consolidate their position in hair care, with increasing portfolios and frequent promotions

### PROSPECTS AND OPPORTUNITIES

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#### PROSPECTS AND OPPORTUNITIES

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E-commerce and digital media continue to strengthen as ideal platforms for the launch of new skin care products

#### PROSPECTS AND OPPORTUNITIES

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- Sun care products with multiple benefits increase
- The pharmacy channel favours the expansion of sun care brands in the Dominican Republic

PROSPECTS AND OPPORTUNITIES

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- Premium beauty and personal care brands target niche segments by offering more specialised attributes
- Appealing to the effectiveness of results and scientific validation is a strategy that achieves a growing connection with consumers

PROSPECTS AND OPPORTUNITIES

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Mass Beauty and Personal Care in Dominican Republic

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Affordability of mass range products is highly relevant in times of higher costs of living
- Global brands show a strong positioning, but with a focus on appealing to local preferences and needs

Mass brands emphasise multiple-benefits and the incorporation of ingredients with superior attributes

## PROSPECTS AND OPPORTUNITIES

The new generations incorporate more specialised personal care rituals, while still showing price sensitivity

The experiences and sensations found with premium products are increasingly replicated in mass options

Consumers' search for greater product customisation is supported by new technological tools

## CATEGORY DATA

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