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Bath and Shower in Dominican Republic

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Bath and shower sees a balance between affordability and a greater willingness to use different products for different body areas
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

Adoption of new hygiene habits in young Dominicans gives dynamism to specific products
Private labels expected to continue gaining ground in bar soaps
Dominican consumers increasingly demand bath and shower products that offer visible skin improvements.

CATEGORY DATA

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Beauty and Personal Care in Dominican Republic - Industry Overview

EXECUTIVE SUMMARY

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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