



Euromonitor  
International

# Personal Care Appliances in Chile

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## Personal Care Appliances in Chile - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rebound for personal care appliances as consumers remain cautious of spending on non-essential services  
Electric facial cleansers continues to record strong growth from a low base, while demand for hair care appliances stabilises  
Brand value remains important, as Chileans search for products that inspire quality

#### PROSPECTS AND OPPORTUNITIES

Stable demand for personal care appliances as Chileans focus on appearance and wellbeing  
Despite dominance of leading brands, category is likely to attract new entries  
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