

# Beauty and Personal Care in Paraguay

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Johnson & Johnson maintains it outright lead thanks to the popularity of its Johnson's Baby brand

Leading players invest heavily in marketing and promotional campaigns via a variety of channels

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Cavallaro remains highly dynamic in bath and shower thanks to the popularity and wide distribution of its eponymous brand

Small local grocers and supermarkets provide convenience and wide product range, respectively

**Prospects and Opportunities** 

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Small local grocers and supermarkets remain the main channels for deodorants though pharmacies experiences strong growth thanks to expansion of chains

Prospects and Opportunities

Positive performance of deodorants thanks to the expansion of pharmacies and the growing popularity of deodorant sprays

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Pharmacies and depatment stores remain the most popular channels for fragrances thanks to the appeal of premium fragrances

**Prospects and Opportunities** 

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Pharmacies, supermarkets and department stores remain the most popular channels for sun care

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