

Mass Beauty and Personal Care in Ecuador

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Mass beauty and personal care sees continued growth thanks to direct selling Yanbal leads mass beauty and personal care thanks to a wide number of independent distributors and a well-established portfolio Ecuadorians are smart shoppers that hunt for the best deals

PROSPECTS AND OPPORTUNITIES

Sustained growth driven by innovation and expanding channels Natura's entrance to Ecuador presents new challenges for established companies Players focus on innovation to stay relevant

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DISCLAIMER

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