

Premium Beauty and Personal Care in Argentina

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Premium Beauty and Personal Care in Argentina - Category analysis

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2024 DEVELOPMENTS

Hyperinflation hampers the demand for premium beauty and personal care L'Oréal Argentina leverages a strong portfolio and marketing power to lead Discounts to clear inventories

PROSPECTS AND OPPORTUNITIES

Growth expected but duty free shops present a threat Wider and better portfolios Strong development in the online presence of premium beauty and personal care

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DISCLAIMER

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