



Euromonitor
International

Mass Beauty and Personal Care in Peru

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic difficulties and colder weather challenge sales in 2024
Cetco SA retains its lead thanks to strong sales through the direct selling channel
Consumers seek products with appealing benefit-cost ratios, in addition to dermocosmetic innovations

PROSPECTS AND OPPORTUNITIES

Growth is set to be bolstered by the improved economy and demand for specialised solutions
Specialised stores are expected to widen availability and support sales growth
Innovations are set to focus on skin care, offering anti-ageing and targeted solutions

CATEGORY DATA

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Beauty and Personal Care in Peru - Industry Overview

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DISCLAIMER

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