

# Mass Beauty and Personal Care in Costa Rica

May 2025

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# Mass Beauty and Personal Care in Costa Rica - Category analysis

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## 2024 DEVELOPMENTS

Mass products continue to mimic premium characteristics

Corporación Belcorp de Costa Rica SA strengthens its leadership position

Imported mass brands regarded as high-quality

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Multifunctional products to grow in popularity

Mass brands will continue to suffer from illicit competition

Innovation will focus on personalization

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# **DISCLAIMER**

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