

Mass Beauty and Personal Care in Uruguay

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Abstracts

Uruguayans became more price sensitive in 2022, as the inflation rate rose further above average levels and the cost of living put a further squeeze on household budgets. As a consequence, consumers have become highly responsive to discounts in the modern channel and online when buying mass beauty and personal care. E-commerce retailers usually offer unique promotions and discounts that are not available in physical stores. Family pack sizes have been gaining prominence in oral care and bath and...

Euromonitor International's Mass Beauty and Personal Care in Uruguay report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Mass Beauty and Personal Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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