

# Mass Beauty and Personal Care in Venezuela

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## Abstracts

In 2017, mass brands had the widest presence and accounted for the large majority of value sales, with their share on an upward curve over the review period. Premium products have suffered from limited possibilities for expansion as a result of low levels of disposable income, thus increasing the demand for mass substitutes. Most sales are concentrated in skin care – in particular mass general purpose body care – and hair care, because these products are more suitable to meeting the needs of all...

Euromonitor International's Mass Beauty and Personal Care in Venezuela report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2013-2017, allowing you to identify the sectors driving growth. Forecasts to 2022 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 Sets/Kits, 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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