

# Química Silex SA in Beauty and Personal Care (Uruguay)

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## Abstracts

The company, having secured its position in a very competitive market dominated by international brands, is concentrating its production and marketing efforts on underdeveloped and niche categories, where the presence of international brands is very limited. The company exports to Paraguay and is driving an internationalisation plan in order to conquer new markets.

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

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leading brands;

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