



Skin Care in Dominican Republic

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for skin care products continues to grow, despite consumers facing budget challenges

Premium ingredients are being incorporated into mass brands with increasing regularity

E-commerce and digital media continue to strengthen as ideal platforms for the launch of new skin care products

PROSPECTS AND OPPORTUNITIES

Skincare will continue to evolve, with a trend among consumers to pay greater attention to ingredients and multifunctionality

Emerging local brands are carving out their niche with claims of using local ingredients and sustainability

Skin care offerings evolve towards promises of accelerated results

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Beauty and Personal Care in Dominican Republic - Industry Overview

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DISCLAIMER

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