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International

Mass Beauty and Personal Care in Dominican Republic

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Cautious but Value-Seeking Consumers in a Price-Sensitive Environment

Mass Hair Care Leads Value Share, with Sun Care Showing Fastest Expansion

Lider'S Private Label Innovation Enhances Affordability and Functionality Appeal

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WHAT'S NEXT?

Price-Conscious Consumers Expected to Drive Steady Expansion with Ingredient Sophistication

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