

Personal Care Appliances in Chile

December 2023

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Personal Care Appliances in Chile - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rebound for personal care appliances as consumers remain cautious of spending on non-essential services
Electric facial cleansers continues to record strong growth from a low base, while demand for hair care appliances stabilises
Brand value remains important, as Chileans search for products that inspire quality

PROSPECTS AND OPPORTUNITIES

Stable demand for personal care appliances as Chileans focus on appearance and wellbeing
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