



Hair Care in Uruguay

April 2024

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Hair Care in Uruguay - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hair care experiences a significant contraction in demand as cross-border sales bite
Garnier Fructis launches new line of vegan shampoos in response to evolving demand
Global names L'Oréal, Procter & Gamble and Unilever dominate sales in hair care

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