



# 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

#### PROSPECTS AND OPPORTUNITIES

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