



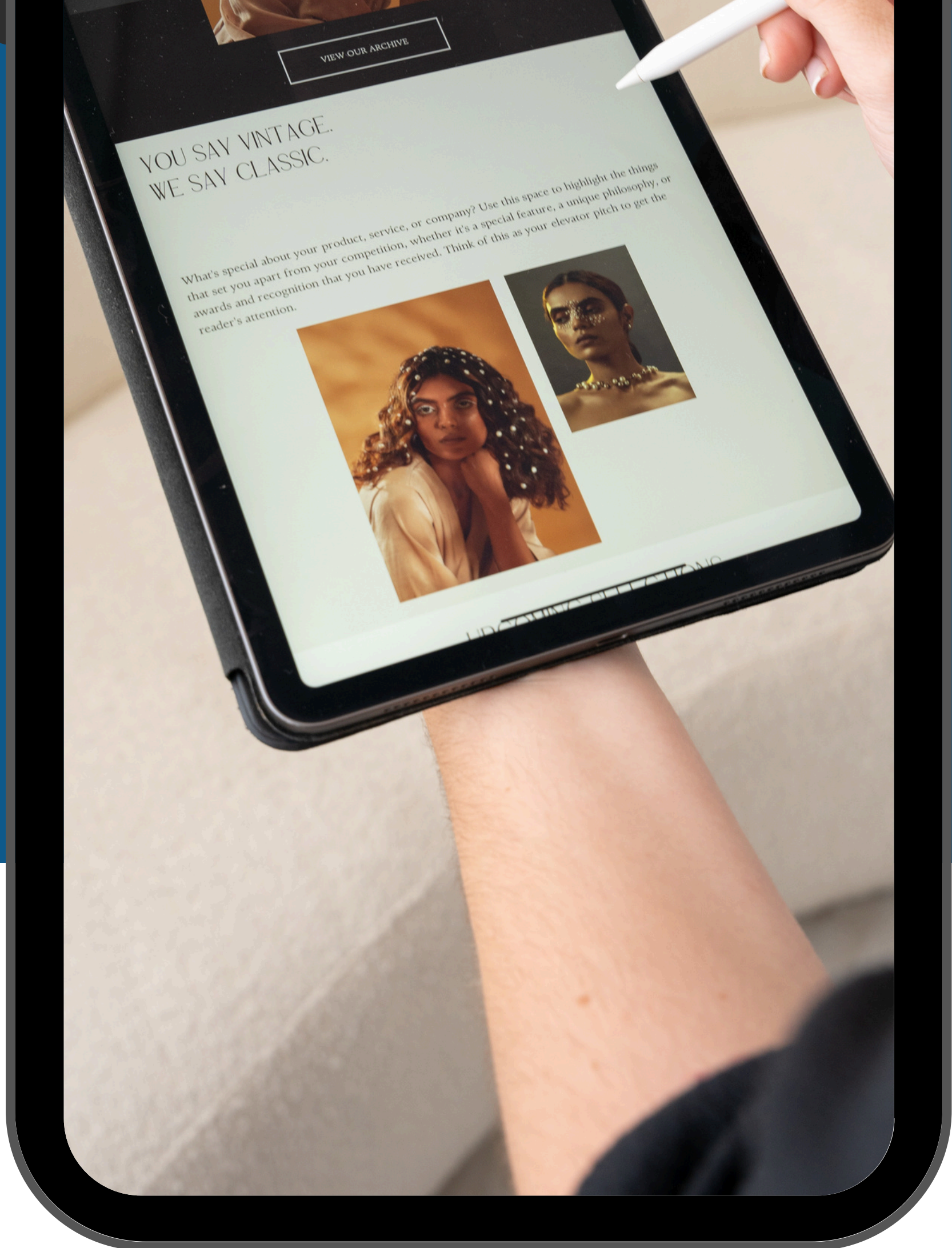
# YOUR STRATEGIC PARTNER FOR SUCCESS IN LATIN AMERICA



## The Challenges of Entering the

# LATIN AMERICAN MARKET

- Cultural differences and the preferences of the Latin American consumer can be difficult to understand.
- Language barriers prevent effectively communicating the value of your brand.
- Finding the right business partners in Latin America can be a challenge.
- Regulations and logistics for entering the Latin American market can be complex.



# 01

## Brand Representation: Your Voice in Latin America

We become your ambassador in Latin America, adapting your message and image to the local culture.

# Brand Representation in Latam

## Service description

- We become your ambassador in Latin America, adapting your message and image to the local culture.
- We manage your social media with relevant and engaging content for the Latin American public.
- We build relationships with influencers and media to generate greater visibility.
- We represent you at industry events and fairs.

## Benefits

- Greater brand recognition in Latin America.
- Connection with your target audience through effective communication.
- Generation of business opportunities.
- Positioning your brand as a benchmark in the market.

# 02

## Market Entry Strategy: Your plan to conquer Latin America

Latin America is a vibrant market full of opportunities, but it also presents unique challenges.

At Lunica Group S.A., we help you navigate this exciting territory and conquer your goals.



# Market Entry Estrategy

## Service description

- We thoroughly research the market, analyzing trends, competition, and regulations.
- We define your target audience and develop a competitive pricing strategy.
- We create a customized marketing plan, with communication, advertising, and public relations strategies.
- We help you find the right distributors, importers, and business partners.

## Benefits

- Reduction of risks and costs when entering the market.
- Maximization of success opportunities.
- Personalized strategy that adapts to your needs and objectives.



# 03

## **Expansion in Latin America: Take your brand to the next level**

We help you expand your distribution network and reach new customers.

# Expansion in Latin America

## Service description

- We identify new market opportunities in Latin America.
- We adapt your marketing strategy to the particularities of each country.
- We help you expand your distribution network and reach new customers.
- We monitor the performance of your brand in each market and provide you with periodic reports.

## Benefits

- Increased sales and market share.
- Consolidation of your brand as a leader in Latin America.
- Diversification of your customer base.

# WHY NOW?

THE  
PERFECT  
TIME TO  
CONQUER  
LATIN  
AMERICA



- 01** The cosmetics market in Latin America is booming, with a growing middle class and increased demand for beauty products.
- 02** New technologies and e-commerce are opening up new opportunities to reach Latin American consumers.
- 03** International brands are showing a growing interest in Latin America, which creates a competitive and dynamic environment.



# The Latin American cosmetics market: A growing giant

**USD. 35,954.21 MM**

Estimated value of the Latin American cosmetics market in 2023.

**5.2 % PER YEAR**

The Latin American cosmetics market is projected to grow at a CAGR of 5.2% over the forecast period 2024-2032.

**USD 56,643.25 MM**

The Latin American cosmetics market is expected to witness robust growth during the forecast period of 2024-2032 to reach USD 56,643.25 million by 2032.



## **WHY CHOOSE LUNICA GROUP S.A.? ADVANTAGES**

- Experience and deep knowledge of the Latin American market.
- Focus on cultural adaptation of brands and products.
- Network of contacts with distributors and key partners in the region.
- Team of experts passionate about the cosmetic industry.
- Personalized and flexible solutions.



# CONTACT US

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