

Beauty and Personal Care in Latin America

January 2024

Table of Contents

INTRODUCTION

Scope

Key findings

REGIONAL OVERVIEW

Latin America the second most dynamic region in the final year of the review period

Latin America expected to see positive annual growth rates from 2022 onwards

Fragrances is the leading category in Latin America

Value sales of premium fragrances booming in Brazil in 2022

Players withdrawing products from Argentina's Precios Cuidados programme

Colour cosmetics losing sales over the review period

Miniatures help premium products to record strong growth in Brazil

Health and beauty specialists an important distribution channel

Direct selling still accounts for more than a quarter of sales

LEADING COMPANIES AND BRANDS

Relatively concentrated competitive landscapes across Latin America

Natura&Co continues to lead beauty and personal care in Latin America

Brazil the biggest market for most of the top 10 players

La Roche-Posay continues moving up the rankings in 2022

FORECAST PROJECTIONS

Positive volume and value growth expected throughout the forecast period Increasing focus on ingredients expected among Latin American consumers

COUNTRY SNAPSHOTS

Argentina: Market context

Argentina: Competitive and retail landscape

Bolivia: Market context

Bolivia: Competitive and retail landscape

Brazil: Market context

Brazil: Competitive and retail landscape

Chile: Market context

Chile: Competitive and retail landscape

Colombia: Market context

Colombia: Competitive and retail landscape

Costa Rica: Market context

Costa Rica: Competitive and retail landscape

Dominican Republic: Market context

Dominican Republic: Competitive and retail landscape

Ecuador: Market context

Ecuador: Competitive and retail landscape

Guatemala: Market context

Guatemala: Competitive and retail landscape

Mexico: Market context

Mexico: Competitive and retail landscape

Peru: Market context

Peru: Competitive and retail landscape

Uruguay: Market context

Uruguay: Competitive and retail landscape

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-in-latin-america/report.