Beauty and Personal Care in Peru

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture
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Competitive landscape
Retailing developments
What next for beauty and personal care?

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DISCLAIMER

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Baby and Child-Specific Products in Peru

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Sun care leads growth in baby and child-specific products
Hot weather triggers growth in dermatology products
Drugstores and specialised stores gain ground in baby and child-specific product sales

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Amarás from Alicorp tipped as one to watch
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Modern retailers expected to expand their presence in hair care
Innovation expected in new product formats

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Health trends lead to robust growth in men’s skin care
Popular barber shop trends inspire niche and new men’s grooming brands

PROSPECTS AND OPPORTUNITIES
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Power toothbrushes maintain baseline demand, in spite of ongoing popularity of manual options
Colgate maintains its lead thanks to myriad strengths and ongoing innovations

PROSPECTS AND OPPORTUNITIES

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2023 DEVELOPMENTS

Light textures and formulations in skin care preferred due to Peruvian climate
Fast expansion of specialised retailers helps to boost growth in skin care
Skin care sees third-strongest value growth in beauty and personal care

PROSPECTS AND OPPORTUNITIES

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Baby and child-specific sun care increasingly used by adults
Products with added benefits attract Peruvian consumers

PROSPECTS AND OPPORTUNITIES

Natural ingredients to gain ground in sun care formulations
Trend towards a more natural look will impact prospects for self-tanning products
Lighter textures preferred by consumers due to Peru’s weather climate

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Premium Beauty and Personal Care in Peru

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New players enter premium beauty and personal care, boosting sales
Premium brands focus their promotions on personalisation
Competitive strategies are re-set to take on dermocosmetics

PROSPECTS AND OPPORTUNITIES

Premium products expected to grow at a steady pace
Developments in e-commerce will help to support ongoing growth
L’Oréal set to remain the leader thanks to impressive premium portfolio

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Mass Beauty and Personal Care in Peru

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2023 DEVELOPMENTS

Direct sellers invest in omnichannel strategies to boost mass sales
Natura adds natural Peruvian ingredients to its products
Direct sellers launch product lines to compete with dermocosmetics

PROSPECTS AND OPPORTUNITIES

Korean brands expected to expand further in Peru
Private label will continue to attract price-sensitive consumers
Trend towards dermocosmetics-based ingredients and formulas will continue apace

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