Men's Grooming in Chile

April 2024

Table of Contents
Men’s Grooming in Chile - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS
The shift towards “skinification” in men’s grooming
The rise of men’s skin care continues
Men’s deodorant packs and new launches

PROSPECTS AND OPPORTUNITIES
Shifting masculine ideals set to impact men’s grooming
From haircuts to facial treatments: The evolution of services in Chilean barbershops
The growing role of social media in men’s grooming

CATEGORY DATA
Table 1 - Sales of Men’s Grooming by Category: Value 2018-2023
Table 2 - Sales of Men’s Grooming by Category: % Value Growth 2018-2023
Table 3 - Sales of Men’s Razors and Blades by Type: % Value Breakdown 2020-2023
Table 4 - Sales of Men’s Skin Care by Type: % Value Breakdown 2020-2023
Table 5 - NBO Company Shares of Men’s Grooming: % Value 2019-2023
Table 6 - LBN Brand Shares of Men’s Grooming: % Value 2020-2023
Table 7 - LBN Brand Shares of Men’s Razors and Blades: % Value 2020-2023
Table 8 - Forecast Sales of Men’s Grooming by Category: Value 2023-2028
Table 9 - Forecast Sales of Men’s Grooming by Category: % Value Growth 2023-2028

Beauty and Personal Care in Chile - Industry Overview

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

MARKET DATA
Table 10 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES
Summary 1 - Research Sources

About Euromonitor International
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 focusing 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/mens-grooming-in-chile/report](http://www.euromonitor.com/mens-grooming-in-chile/report).