



Euromonitor
International

Skin Care in Uruguay

September 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

INDUSTRY PERFORMANCE

Consumer Spending Growth and Recovery Drive Strong Skin Care Value Increase

Local Influencers and K-Beauty Expansion Fuel Active Ingredient Skin Care Demand

Chart 1 - Active Ingredients Gain Ground

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Consumer Expenditure to Support Robust Category Growth over Five Years

Brands to Leverage Tech Innovation to Deepen Consumer Engagement

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal and Johnson & Johnson Strengthen Positions through Innovation and Marketing

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Pharmacies Maintain Dominance While E-Commerce Shows Fastest Growth

Online Platforms Accelerate Skin Care Accessibility Amid Rising Digital Adoption

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Skin Care

Chart 11 - Real GDP Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Skin Care

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Uruguay - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Exchange Rate Shifts Boost Domestic Sales Amid Steady Economic Growth

Skin Care Dominates Retail Sales as K-Beauty Accelerates Mass Segment Growth

Chart 17 - E-Commerce Fuels Growth of K-Beauty

Influencer-Led Lifestyle and Sustainability Drive Category Innovation

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Leading Companies to Leverage Regulatory Reforms to Boost Market Growth

Skin Care to Sustain Dominance While Colour Cosmetics Experience Growth Surge

Influencer Engagement and Digital Innovation to Reshape Sales and Product Strategies

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal and Unilever Consolidate Leadership through Diversified Portfolios and Targeted Engagement

Innovation and Digital Engagement Create Growth Avenues for Leading Beauty Manufacturers

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Pharmacies Lead Sales as E-Commerce Rapidly Expands Share

Manufacturers Drive Omnichannel Growth and Innovation

Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Beauty and Personal Care

Chart 27 - Real GDP Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Beauty and Personal Care

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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 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/skin-care-in-uruguay/report.

