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

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DISCLAIMER

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Baby and Child-Specific Products in Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail value declines as parents focus on essential items for the household
Sun care continues to register a positive performance, deemed essential by many
Johnson & Johnson continue to lead, despite eroding retail value share

PROSPECTS AND OPPORTUNITIES

Lack of innovation set to dampen recovery for baby and child-specific products
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Direct sellers continue gaining traction in baby and child-specific products

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Bath and Shower in Argentina
KEY DATA FINDINGS

2023 DEVELOPMENTS

Hand sanitisers record the deepest decline as companies remove the product from shelves
Antibacterial claims are reduced as players focus on natural ingredients
Consumers replace bar soap with liquid soap, perceived to be more hygienic

PROSPECTS AND OPPORTUNITIES

Cheaper brands and private label goods set to gain ground
Consumers seek out discounts and promotions, limiting the rise of e-commerce
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Colour Cosmetics in Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS

Nail products suffer as consumers increasingly prefer salon-quality nails
High prices and import restrictions challenge sales of premium colour cosmetics
High inflation leads consumers to trade down, driving growth for private label options

PROSPECTS AND OPPORTUNITIES

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Vegan colour cosmetics set to gain ground as consumers become cruelty-conscious
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Deodorant creams benefit from unisex offerings, considered economical
Unilever partners with local company Parallel to enhance its distribution model

PROSPECTS AND OPPORTUNITIES
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Women increasingly opt for razors and blades specifically designed for females
The success of leading players leaves little room for private label and direct sellers

PROSPECTS AND OPPORTUNITIES
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Price-sensitive consumers create growth opportunities for private label goods
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Fragrances in Argentina

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Low sales for premium fragrances as duty-free opens and import restrictions challenge growth
Local production and cheaper price points drives growth for mass fragrances
Changes on the distribution landscape while Natura Argentina SA retains the lead

PROSPECTS AND OPPORTUNITIES
Refill store for mass fragrances opens, with expansion planned for the forecast period
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Smaller sizes gain ground during a time of rising price points

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2023 DEVELOPMENTS

Promotions, deals and discounts drive retail volume growth for hair care
Players focus on sustainability and natural ingredients to add value to products
Wider distributions drives sales of salon professional hair care in 2023

PROSPECTS AND OPPORTUNITIES

Declining sales across the early forecast period as price sensitivity rises
Procter & Gamble continues to lose share in hair care across the forecast period
Affordable brands gain ground as consumers look to save costs

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**Men's Grooming in Argentina**

**KEY DATA FINDINGS**

2023 DEVELOPMENTS

Import restrictions and the end of interest-free instalments challenge sales
Skin care continues to grow as regular skin care routines drive sales
Men’s shaving declines as men reduce the frequency of shaves

PROSPECTS AND OPPORTUNITIES

Uncertain future for Procter & Gamble within men's grooming
Changes to import restrictions boosts sales for premium men's grooming products
The end of Precios Justos leads to stronger growth for more affordable options
2023 DEVELOPMENTS

Consumers focus on essential oral hygiene products as price points rise.
Rising availability in hypermarkets and supermarkets leads to loss of share for other channels.
Colgate-Palmolive focuses on ongoing innovation to retain its leading position.

PROSPECTS AND OPPORTUNITIES

A fall in retail volume sales as non-essential items decline during price rises.
Private label set to gain ground as price sensitivity rises over the early forecast period.
The future of Procter & Gamble in oral care remains uncertain.

2023 DEVELOPMENTS

Skin care continues to record retail volume growth, viewed as essential by many.
Facial care drives skin care sales, as body care routines are not habitual.
Direct sellers lose ground, negatively impacted by import restrictions.

PROSPECTS AND OPPORTUNITIES

Challenges in the early forecast period as price sensitivity rises.
Opportunity for local players to grow as premium options become unaffordable.
Hypermarkets and supermarkets expand their offerings, including imported brands.
Sun Care in Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS
Colder weather challenges the sales of sun care products in 2023
The high cost of imported ingredients and packaging drives up price points
Import restrictions challenge sales for premium sun care brands in 2023

PROSPECTS AND OPPORTUNITIES
International players set to gain ground as import restrictions end
Players aim to make sun care less seasonal to drive sales year round
Supermarkets and hypermarkets see an uplift in sales as awareness of sun care grows

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Premium Beauty and Personal Care in Argentina

KEY DATA FINDINGS

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The duty-free boom challenges sales of premium beauty and personal care
L’Oréal Argentina SA retains the lead despite losing retail value share

PROSPECTS AND OPPORTUNITIES
Import restrictions reverse, creating stronger potential for premium goods
Players focus on smaller pack sizes to offer affordable options to consumers
The e-commerce expansion is driven by beauty specialists and pharmacy chains

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Mass Beauty and Personal Care in Argentina

KEY DATA FINDINGS

2023 DEVELOPMENTS
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Mass skin care performs well as consumers establish daily skin care routines
Hypermarkets, supermarkets and discounters gain ground through affordable price points

PROSPECTS AND OPPORTUNITIES
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Rising price sensitivity challenges sales of non-essential products
Supermarkets expand the presence of mass skin care products

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