EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA

Table 1 - Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2017-2022
Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby and Child-Specific Products in Argentina

KEY DATA FINDINGS

2022 DEVELOPMENTS

Declining sales for baby and child-specific hair care
Johnson & Johnson continues to lead despite eroding value share
Robust rebound for baby and child-specific sun care products

PROSPECTS AND OPPORTUNITIES

Direct Selling companies to continue gaining traction
Government discussions may lead to inclusion of baby products in Precios Cuidados
Demographic and poverty challenges threaten growth

CATEGORY DATA

Table 11 - Sales of Baby and Child-specific Products by Category: Value 2017-2022
Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022
Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022
Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022
Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022
Table 16 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2019-2022
Table 17 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2019-2022
Table 18 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2019-2022
Table 19 - Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027
Table 20 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027
Table 21 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2022-2027

Bath and Shower in Argentina
KEY DATA FINDINGS

2022 DEVELOPMENTS

Liquid soap sales slip downwards
Consumer preferences shift away from pandemic-inspired trends
Intimate washes on the rise

PROSPECTS AND OPPORTUNITIES

Demand declines for hand sanitisers
Greater focus on affordable brands and government programmes
Consumers to continue to seek out discounts and promotions, limiting rise of e-commerce

CATEGORY DATA

Table 22 - Sales of Bath and Shower by Category: Value 2017-2022
Table 23 - Sales of Bath and Shower by Category: % Value Growth 2017-2022
Table 24 - Sales of Bath and Shower by Premium vs Mass: % Value 2017-2022
Table 25 - NBO Company Shares of Bath and Shower: % Value 2018-2022
Table 26 - LBN Brand Shares of Bath and Shower: % Value 2019-2022
Table 27 - LBN Brand Shares of Premium Bath and Shower: % Value 2019-2022
Table 28 - Forecast Sales of Bath and Shower by Category: Value 2022-2027
Table 29 - Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027
Table 30 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2022-2027

Colour Cosmetics in Argentina

KEY DATA FINDINGS

2022 DEVELOPMENTS

Post-pandemic recovery continues with lip-focused items leading the way
Premium segment soars ahead of mass in terms of growth
Private label players benefit from increased price sensitivity

PROSPECTS AND OPPORTUNITIES

E-commerce and live shopping to make greater inroads in colour cosmetics
Consumers to demand more added-value products
Rapid recovery predicted though unit prices may fall

CATEGORY DATA

Table 31 - Sales of Colour Cosmetics by Category: Value 2017-2022
Table 32 - Sales of Colour Cosmetics by Category: % Value Growth 2017-2022
Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2018-2022
Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2019-2022
Table 35 - LBN Brand Shares of Eye Make-up: % Value 2019-2022
Table 36 - LBN Brand Shares of Facial Make-up: % Value 2019-2022
Table 37 - LBN Brand Shares of Lip Products: % Value 2019-2022
Table 38 - LBN Brand Shares of Nail Products: % Value 2019-2022
Table 39 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022
Table 40 - Forecast Sales of Colour Cosmetics by Category: Value 2022-2027
Table 41 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027

Deodorants in Argentina

KEY DATA FINDINGS

2022 DEVELOPMENTS
Deodorants demand rebounds more fully in 2022
Format shift continues in 2022
Unilever finds itself in direct competition with direct sellers

PROSPECTS AND OPPORTUNITIES
Cannon Puntana to remain focused on expansion
Santiago Saenz anticipates forecast-period recovery
High inflation to stifle growth

CATEGORY DATA
Table 42 - Sales of Deodorants by Category: Value 2017-2022
Table 43 - Sales of Deodorants by Category: % Value Growth 2017-2022
Table 44 - Sales of Deodorants by Premium vs Mass: % Value 2017-2022
Table 45 - NBO Company Shares of Deodorants: % Value 2018-2022
Table 46 - LBN Brand Shares of Deodorants: % Value 2019-2022
Table 47 - Forecast Sales of Deodorants by Category: Value 2022-2027
Table 48 - Forecast Sales of Deodorants by Category: % Value Growth 2022-2027
Table 49 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2022-2027

Depilatories in Argentina

KEY DATA FINDINGS

2022 DEVELOPMENTS
Depilatories sees category-wide sustained growth in 2022
Women’s razors and blades driven by evolving consumer preferences
Marketing campaigns become more inclusive

PROSPECTS AND OPPORTUNITIES
Persistent import barriers to impact supply
Heightened price sensitivity will intensify competition
Direct selling companies to target low-price segment

CATEGORY DATA
Table 50 - Sales of Depilatories by Category: Value 2017-2022
Table 51 - Sales of Depilatories by Category: % Value Growth 2017-2022
Table 52 - Sales of Women’s Razors and Blades by Type: % Value Breakdown 2018-2022
Table 53 - NBO Company Shares of Depilatories: % Value 2018-2022
Table 54 - LBN Brand Shares of Depilatories: % Value 2019-2022
Table 55 - Forecast Sales of Depilatories by Category: Value 2022-2027
Table 56 - Forecast Sales of Depilatories by Category: % Value Growth 2022-2027

Fragrances in Argentina

KEY DATA FINDINGS

2022 DEVELOPMENTS
Premium fragrances rise faster than mass alternatives in 2022
Distribution landscape sees big changes
Imports restrictions affecting variety and new product launches

PROSPECTS AND OPPORTUNITIES
Import barriers threaten growth in premium fragrances
Beauty specialist retailers and pharmacies will drive e-commerce growth
Shift towards smaller pack sizes
2022 DEVELOPMENTS
Economic constraints impacting volume sales of hair care products in 2022
Natural ingredients and sustainability trends continue to gain ground
Increased demand for hair care brands within the Precios Cuidados programme

PROSPECTS AND OPPORTUNITIES
Precios Cuidados to negatively impact small local grocers
Salon professional hair care to expand
Competition will remain fierce as direct sellers up their game

2022 DEVELOPMENTS
2022 sees shifting preferences in men's shaving
Demand for fragrances keeps on rising
Men's skin care continues to grow, led by Nivea and L'Oréal

PROSPECTS AND OPPORTUNITIES
Further growth anticipated for direct selling companies in men's grooming
Procter & Gamble set to continue losing value share
Precios Cuidados products likely to outperform others

CATEGOR DATA
Table 57 - Sales of Fragrances by Category: Value 2017-2022
Table 58 - Sales of Fragrances by Category: % Value Growth 2017-2022
Table 59 - NBO Company Shares of Fragrances: % Value 2018-2022
Table 60 - LBN Brand Shares of Fragrances: % Value 2019-2022
Table 61 - LBN Brand Shares of Premium Men's Fragrances: % Value 2019-2022
Table 62 - LBN Brand Shares of Premium Women's Fragrances: % Value 2019-2022
Table 63 - Forecast Sales of Fragrances by Category: Value 2022-2027
Table 64 - Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

Hair Care in Argentina

KEY DATA FINDINGS

CATEGOR DATA
Table 65 - Sales of Hair Care by Category: Value 2017-2022
Table 66 - Sales of Hair Care by Category: % Value Growth 2017-2022
Table 67 - Sales of Hair Care by Premium vs Mass: % Value 2017-2022
Table 68 - NBO Company Shares of Hair Care: % Value 2018-2022
Table 69 - NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022
Table 70 - LBN Brand Shares of Hair Care: % Value 2019-2022
Table 71 - LBN Brand Shares of Colourants: % Value 2019-2022
Table 72 - LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022
Table 73 - LBN Brand Shares of Styling Agents: % Value 2019-2022
Table 74 - LBN Brand Shares of Premium Hair Care: % Value 2019-2022
Table 75 - Forecast Sales of Hair Care by Category: Value 2022-2027
Table 76 - Forecast Sales of Hair Care by Category: % Value Growth 2022-2027
Table 77 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

Men's Grooming in Argentina

KEY DATA FINDINGS

CATEGOR DATA
Oral Care in Argentina

KEY DATA FINDINGS

2022 DEVELOPMENTS

- Heightened hygiene-consciousness boosts oral care demand
- Expanded shelf space for oral care products in retail channels
- Precios Cuidados programme positively impacts oral care product availability

PROSPECTS AND OPPORTUNITIES

- Import limitations and focus on high-value products to shape sales patterns
- Environmental regulation forces sector adaption
- Colgate-Palmolive to remain on top though local players will rise

CATEGORY DATA

Table 87 - Sales of Oral Care by Category: Value 2017-2022
Table 88 - Sales of Oral Care by Category: % Value Growth 2017-2022
Table 89 - Sales of Toothbrushes by Category: Value 2017-2022
Table 90 - Sales of Toothbrushes by Category: % Value Growth 2017-2022
Table 91 - Sales of Toothpaste by Type: % Value Breakdown 2018-2022
Table 92 - NBO Company Shares of Oral Care: % Value 2018-2022
Table 93 - LBN Brand Shares of Oral Care: % Value 2019-2022
Table 94 - LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2019-2022
Table 95 - LBN Brand Shares of Toothpaste: % Value 2019-2022
Table 96 - Forecast Sales of Oral Care by Category: Value 2022-2027
Table 97 - Forecast Sales of Oral Care by Category: % Value Growth 2022-2027
Table 98 - Forecast Sales of Toothbrushes by Category: Value 2022-2027
Table 99 - Forecast Sales of Toothbrushes by Category: % Value Growth 2022-2027

Skin Care in Argentina

KEY DATA FINDINGS

2022 DEVELOPMENTS

- Pandemic-driven shifts in skin care habits and routines persist throughout 2022
- Supermarkets and Hypermarkets offer expanded skin care options
- Players invest in omnichannel strategies and live shopping

PROSPECTS AND OPPORTUNITIES

- Cannabis and cannabidiol to see rising demand as ingredients in skin care products
- Local companies will become more visible
- Import restrictions will hinder growth in premium skin care

CATEGORY DATA
Table 100 - Sales of Skin Care by Category: Value 2017-2022
Table 101 - Sales of Skin Care by Category: % Value Growth 2017-2022
Table 102 - NBO Company Shares of Skin Care: % Value 2018-2022
Table 103 - LBN Brand Shares of Skin Care: % Value 2019-2022
Table 104 - LBN Brand Shares of Basic Moisturisers: % Value 2019-2022
Table 105 - LBN Brand Shares of Anti-agers: % Value 2019-2022
Table 106 - LBN Brand Shares of Firming/Anti-cellulite Body Care: % Value 2019-2022
Table 107 - LBN Brand Shares of General Purpose Body Care: % Value 2019-2022
Table 108 - LBN Brand Shares of Premium Skin Care: % Value 2019-2022
Table 109 - Forecast Sales of Skin Care by Category: Value 2022-2027
Table 110 - Forecast Sales of Skin Care by Category: % Value Growth 2022-2027

Table 111 - Sales of Sun Care by Category: Value 2017-2022
Table 112 - Sales of Sun Care by Category: % Value Growth 2017-2022
Table 113 - NBO Company Shares of Sun Care: % Value 2018-2022
Table 114 - LBN Brand Shares of Sun Care: % Value 2019-2022
Table 115 - LBN Brand Shares of Premium Adult Sun Care: % Value 2019-2022
Table 116 - Forecast Sales of Sun Care by Category: Value 2022-2027
Table 117 - Forecast Sales of Sun Care by Category: % Value Growth 2022-2027

Table 118 - Sales of Premium Beauty and Personal Care by Category: Value 2017-2022
Table 119 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 120 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022
Table 121 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022

Sun Care in Argentina

KEY DATA FINDINGS

2022 DEVELOPMENTS
Record local tourism boosts sun care sales in 2022
Players invest in marketing to reduce seasonality of sales
Self-tanning products lose appeal as aftersun gains greater popularity

PROSPECTS AND OPPORTUNITIES
Issues with imports set to curb growth in sun care
Growing product range in supermarkets and hypermarkets
Investment in innovative products boasting multifunctional benefits

CATEGORY DATA
Table 111 - Sales of Sun Care by Category: Value 2017-2022
Table 112 - Sales of Sun Care by Category: % Value Growth 2017-2022
Table 113 - NBO Company Shares of Sun Care: % Value 2018-2022
Table 114 - LBN Brand Shares of Sun Care: % Value 2019-2022
Table 115 - LBN Brand Shares of Premium Adult Sun Care: % Value 2019-2022
Table 116 - Forecast Sales of Sun Care by Category: Value 2022-2027
Table 117 - Forecast Sales of Sun Care by Category: % Value Growth 2022-2027

Premium Beauty and Personal Care in Argentina

KEY DATA FINDINGS

2022 DEVELOPMENTS
New import regulations curb growth
Premium fragrances impresses in 2022
Economic woes prompt multinational exodus

PROSPECTS AND OPPORTUNITIES
Premium fragrances to remain prey to import issues
E-commerce expansion will be driven by beauty specialists and pharmacy chains
Small pack sizes appeal to aspirational consumers

CATEGORY DATA
Table 118 - Sales of Premium Beauty and Personal Care by Category: Value 2017-2022
Table 119 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 120 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022
Table 121 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022
Mass Beauty and Personal Care in Argentina

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers shift towards private label as Precios Cuidados offering shrinks
Hypermarkets, supermarkets and discounters continue to expand
Mass skin care expands and sees post-pandemic evolution in consumer preferences
Import barriers to impact supply of key categories

PROSPECTS AND OPPORTUNITIES

Import barriers to impact supply of key categories
E-commerce and live shopping will continue building momentum
Persistent economic woes to force focus on affordable alternatives

CATEGORY DATA

Table 124 - Sales of Mass Beauty and Personal Care by Category: Value 2017-2022
Table 125 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 126 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2018-2022
Table 127 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2019-2022
Table 128 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2022-2027
Table 129 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2022-2027

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