



Hair Care in Costa Rica

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

INDUSTRY PERFORMANCE

Premium Product Launches Drive Value Growth Amid Price Sensitivity

Shampoos Lead Expansion Fuelled by Premiumisation

Chart 1 - The L'oréal Paris Elvive Glycolic Gloss Hair Care Line

Ingredient-Focused Clean Beauty and Scalp Health Shape Consumer Choices

Chart 2 - The Head & Shoulders Anti-Dryness Line

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Demand among Higher Income Consumers Set to Drive Expansion

Shampoos Expected to Retain Leadership While Salon Professional Hair Care Posts Rapid Growth

Consumer Focus on Clean Beauty and Multifunctionality to Shape Future Offerings

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble and Unilever Strengthen Leadership through Innovation and Pricing

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Supermarkets Maintain Dominance While E-Commerce Rapidly Expands Reach

Super Salon Leverages Omnichannel Strategy to Capture Professional and Consumer Loyalty

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Hair Care

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Hair Care

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Costa Rica - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Price Sensitivity Supports Expansion, with Demand Shifting Towards Multifunctional Value

Baby and Child-Specific Products Drive Growth Fuelled by Wellness Positioning

Sustainability and Longevity Trends Capture Premium Consumer Attention

Chart 19 - L'oréal Paris Glycolic Bright Skin Care Line

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Set to Drive Growth through Demand for Multifunctional and Clean Products

Digital Engagement Expected to Strengthen Demand for Transparency and Innovation

Innovation and Sustainability to Support Competitive Positioning

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Dominance Amid Evolving Consumer Preferences and Challenges

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Supermarkets Lead Sales While Retail E-Commerce Captures Price-Sensitive Consumers

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Beauty and Personal Care

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Beauty and Personal Care

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - 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/hair-care-in-costa-rica/report.