

Skin Care in Costa Rica

April 2024

Table of Contents

Skin Care in Costa Rica - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Standard products face increasing threat from dermocosmetic varieties Consumers show growing interest in facial care serums Recommendations from dermatologists are highly trusted

PROSPECTS AND OPPORTUNITIES

Growing adoption of preventive skin care practices will remain a key demand driver Segmentation and added-value functionality should be focal points for innovation Standard brands expected to try to emulate the success of dermocosmetics

CATEGORY DATA

Table 1 - Sales of Skin Care by Category: Value 2018-2023Table 2 - Sales of Skin Care by Category: % Value Growth 2018-2023Table 3 - NBO Company Shares of Skin Care: % Value 2019-2023Table 4 - LBN Brand Shares of Skin Care: % Value 2020-2023Table 5 - LBN Brand Shares of Premium Skin Care: % Value 2020-2023Table 6 - Forecast Sales of Skin Care by Category: Value 2023-2028Table 7 - Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

Beauty and Personal Care in Costa Rica - 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 8 Sales of Beauty and Personal Care by Category: Value 2018-2023
- Table 9 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 10 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 11 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 12 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 13 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
- Table 14 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 15 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 16 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 17 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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