



**Euromonitor
International**

Hair Care in Chile

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Hair Care

INDUSTRY PERFORMANCE

Steady Sales Growth Driven by Specialised Products and Skin-Care-Inspired Approaches

Skinification Emerges as a Redefining Trend in Hair Care

Chart 2 - Jacques Janine Hair Sun Protect Spray Becomes Summer Must-Have

Influencer Marketing Drives Category Transformation

Chart 3 - Absolut Repair Molecular Leave-In Mask Strengthens and Repairs Damaged Hair

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Drive Growth with Evolving Hair Care Routines and Innovative Formulations

Shampoos Expected to Lead Value While Styling Agents Is Set to Experience Dynamic Growth

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Positions through Portfolio Diversity and Steady Share Gains

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Pharmacies Lead Distribution through Wide Offline Reach and Digital Expansion

Retail E-Commerce Expands Rapidly with Personalised Service and Promotions

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Hair Care

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Hair Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Steady Growth Driven by Digital Engagement Boosts Sales

Chart 20 - Preunice Leverages Influencers to Boost Beauty Engagement

Fragrances Leads Value Sales, While Colour Cosmetics Capture Dynamic Growth through the Rise of K-Beauty

Chart 21 - K-Beauty Expands in Chile with Official Brand Launches and Viral Products

Consumer Preferences Shift Towards Lifestyle-Driven Beauty, Driven by Skinification Trend

Chart 22 - Hello Kitty x Petrizio Collaboration Brings Iconic Character to Cosmetics

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Drive Steady Growth through Premiumisation and Digital Innovation

Fragrances Set to Remain Largest and Most Dynamic, Driven by Premiumisation across Price Segments

Skinification Anticipated to Reshape Product Innovation

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal Chile Sa and Unilever Chile Hpc Ltda Drive Concentrated Growth through Innovation and Portfolio Strength

Multifunctional Innovation and Digital Promotions Accelerate Competitive Differentiation and Growth

Chart 28 - Analyst Insight for Beauty and Personal Care

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Retail Offline Remains Dominant, Driven by Pharmacies and Beauty Specialists

Experiential and Omnichannel Retail Enhance Consumer Engagement and Loyalty

Retail E-Commerce Drives Premium and Fragrance Sales with Social Commerce and Promotions

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Beauty and Personal Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Beauty and Personal Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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-chile/report.