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 1 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby and Child-Specific Products in Bolivia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sun care registers highest value and volume growth
Skin care products register healthy volume growth
Volume fall for hair care

PROSPECTS AND OPPORTUNITIES

Increase in sales of oral care products for children.
More stability in prices of baby wipes
Further differentiation in toiletries

CATEGORY DATA

Table 11 - Sales of Baby and Child-specific Products by Category: Value 2018-2023
Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023
Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023
Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023
Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023
Table 16 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023
Table 17 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023
Table 18 - Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028
Table 19 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028
Table 20 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

Bath and Shower in Bolivia

KEY DATA FINDINGS
2023 DEVELOPMENTS
Fall in volume sales in 2023
Increased visibility of liquid soap
Less brand loyalty as prices rise

PROSPECTS AND OPPORTUNITIES
Further decline in sales of talcum powder, due to health concerns
Bar soap registers highest volume growth
Increased volume sales for shower gel

CATEGORY DATA
Table 21 - Sales of Bath and Shower by Category: Value 2018-2023
Table 22 - Sales of Bath and Shower by Category: % Value Growth 2018-2023
Table 23 - Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023
Table 24 - NBO Company Shares of Bath and Shower: % Value 2019-2023
Table 25 - LBN Brand Shares of Bath and Shower: % Value 2020-2023
Table 26 - LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023
Table 27 - Forecast Sales of Bath and Shower by Category: Value 2023-2028
Table 28 - Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028
Table 29 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

KEY DATA FINDINGS
2023 DEVELOPMENTS
Healthy trading year in 2023
Direct selling still leads competitive landscape
Vegan offerings continue to expand.

PROSPECTS AND OPPORTUNITIES
Significant innovation in eye make-up
Focus on new formulation in lip products
Multifunctionality increasingly popular.

CATEGORY DATA
Table 30 - Sales of Colour Cosmetics by Category: Value 2018-2023
Table 31 - Sales of Colour Cosmetics by Category: % Value Growth 2018-2023
Table 32 - Sales of Colour Cosmetics by Premium vs Mass: % Value 2018-2023
Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2019-2023
Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2020-2023
Table 35 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023
Table 36 - Forecast Sales of Colour Cosmetics by Category: Value 2023-2028
Table 37 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028
Table 38 - Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2023-2028

Deodorants in Bolivia
KEY DATA FINDINGS
2023 DEVELOPMENTS
Significant fall in volume sales in 2023
Promotions push volume sales
Unilever continues to have large foothold
PROSPECTS AND OPPORTUNITIES
Healthy constant value growth over forecast period
Sprays continue to be most popular format
Continued innovation over forecast period

CATEGORY DATA
Table 39 - Sales of Deodorants by Category: Value 2018-2023
Table 40 - Sales of Deodorants by Category: % Value Growth 2018-2023
Table 41 - Sales of Deodorants by Premium vs Mass: % Value 2018-2023
Table 42 - NBO Company Shares of Deodorants: % Value 2019-2023
Table 43 - LBN Brand Shares of Deodorants: % Value 2020-2023
Table 44 - LBN Brand Shares of Premium Deodorants: % Value 2020-2023
Table 45 - Forecast Sales of Deodorants by Category: Value 2023-2028
Table 46 - Forecast Sales of Deodorants by Category: % Value Growth 2023-2028
Table 47 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

Depilatories in Bolivia

KEY DATA FINDINGS
2023 DEVELOPMENTS
Volume sales largely unchanged
Gillette continues to lead
Increased segmentation

PROSPECTS AND OPPORTUNITIES
Fall in volume sales over forecast period, as beauty salons pose threat
Opportunity for growth beyond razors and blades
Innovation centred on natural ingredients

CATEGORY DATA
Table 48 - Sales of Depilatories by Category: Value 2018-2023
Table 49 - Sales of Depilatories by Category: % Value Growth 2018-2023
Table 50 - NBO Company Shares of Depilatories: % Value 2019-2023
Table 51 - LBN Brand Shares of Depilatories: % Value 2020-2023
Table 52 - Forecast Sales of Depilatories by Category: Value 2023-2028
Table 53 - Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

Fragrances in Bolivia

KEY DATA FINDINGS
2023 DEVELOPMENTS
Consumers trade down, as prices continue to rise
Direct sellers continue to lead
Belcorp continues to innovate

PROSPECTS AND OPPORTUNITIES
Modern retailing sees increased sales.
Perfumería First key retailer for premium fragrances
Sets/kits push mass fragrance sales.

CATEGORY DATA
Table 54 - Sales of Fragrances by Category: Value 2018-2023
Table 55 - Sales of Fragrances by Category: % Value Growth 2018-2023
Table 56 - NBO Company Shares of Fragrances: % Value 2019-2023
Table 57 - LBN Brand Shares of Fragrances: % Value 2020-2023
Table 58 - LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023
Table 59 - LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023
Table 60 - Forecast Sales of Fragrances by Category: Value 2023-2028
Table 61 - Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

Hair Care in Bolivia

KEY DATA FINDINGS

2023 DEVELOPMENTS
Positive performance for hair care in 2023
Local player innovates
Increased offering of premium hair care through distributor HBDerm

PROSPECTS AND OPPORTUNITIES
Unilever continues to lead.
Fall in volume sales for colourants
Local company Luri expand in styling agents

CATEGORY DATA
Table 62 - Sales of Hair Care by Category: Value 2018-2023
Table 63 - Sales of Hair Care by Category: % Value Growth 2018-2023
Table 64 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023
Table 65 - NBO Company Shares of Hair Care: % Value 2019-2023
Table 66 - LBN Brand Shares of Hair Care: % Value 2020-2023
Table 67 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023
Table 68 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023
Table 69 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023
Table 70 - Forecast Sales of Hair Care by Category: Value 2023-2028
Table 71 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028
Table 72 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

Men's Grooming in Bolivia

KEY DATA FINDINGS

2023 DEVELOPMENTS
Fall in volume sales in 2023
Increased offering of premium men's grooming products
Increased offerings of value brands

PROSPECTS AND OPPORTUNITIES
Men's grooming more segmented and specialised
Expanding range of hair care products over forecast period
Depilatories growing segment.

CATEGORY DATA
Table 73 - Sales of Men's Grooming by Category: Value 2018-2023
Table 74 - Sales of Men's Grooming by Category: % Value Growth 2018-2023
Table 75 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023
Table 76 - Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023
Table 77 - NBO Company Shares of Men's Grooming: % Value 2019-2023
Table 78 - LBN Brand Shares of Men's Grooming: % Value 2020-2023
Table 79 - LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023
Table 80 - Forecast Sales of Men's Grooming by Category: Value 2023-2028
Table 81 - Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

Oral Care in Bolivia

KEY DATA FINDINGS

2023 DEVELOPMENTS
Essentialness of toothpaste supports volume sales
Colgate-Palmolive continues to dominate
Alicorp extends offerings into oral care

PROSPECTS AND OPPORTUNITIES
Marginal fall in volume sales over forecast period
Environmental sustainability increasingly important
Potential for increased competition despite concentration at top end

CATEGORY DATA
Table 82 - Sales of Oral Care by Category: Value 2018-2023
Table 83 - Sales of Oral Care by Category: % Value Growth 2018-2023
Table 84 - Sales of Toothbrushes by Category: Value 2018-2023
Table 85 - Sales of Toothbrushes by Category: % Value Growth 2018-2023
Table 86 - Sales of Toothpaste by Type: % Value Breakdown 2019-2023
Table 87 - NBO Company Shares of Oral Care: % Value 2019-2023
Table 88 - LBN Brand Shares of Oral Care: % Value 2020-2023
Table 89 - LBN Brand Shares of Premium Skin Care: % Value 2020-2023
Table 90 - Forecast Sales of Oral Care by Category: Value 2023-2028
Table 91 - Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
Table 92 - Forecast Sales of Toothbrushes by Category: Value 2023-2028
Table 93 - Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

Skin Care in Bolivia

KEY DATA FINDINGS

2023 DEVELOPMENTS
Marginal volume growth in 2023
Direct sellers continue to have significant foothold
Increased prices pushes consumers to illicit market

PROSPECTS AND OPPORTUNITIES
Eye moisturisers register healthy volume growth over forecast period
Lip care sees volume decline
Cleansing wipes see higher volume growth than liquid facial cleansers

CATEGORY DATA
Table 93 - Sales of Skin Care by Category: Value 2018-2023
Table 94 - Sales of Skin Care by Category: % Value Growth 2018-2023
Table 95 - NBO Company Shares of Skin Care: % Value 2019-2023
Table 96 - LBN Brand Shares of Skin Care: % Value 2020-2023
Table 97 - LBN Brand Shares of Premium Skin Care: % Value 2020-2023
Table 98 - Forecast Sales of Skin Care by Category: Value 2023-2028
Table 99 - Forecast Sales of Skin Care by Category: % Value Growth 2023-2028
Table 99 - Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

**Sun Care in Bolivia**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Sun care best performer in 2023
Blurring of lines between skin care and sun care
Pharmacy chains key outlets for dermocosmetics

**PROSPECTS AND OPPORTUNITIES**

Moderate outlook over forecast period
After sun sees some volume growth over forecast period
Brands innovate mainly by offering different formats

**CATEGORY DATA**

Table 100 - Sales of Sun Care by Category: Value 2018-2023
Table 101 - Sales of Sun Care by Category: % Value Growth 2018-2023
Table 102 - Sales of Sun Care by Premium vs Mass: % Value 2018-2023
Table 103 - NBO Company Shares of Sun Care: % Value 2019-2023
Table 104 - LBN Brand Shares of Sun Care: % Value 2020-2023
Table 105 - LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023
Table 106 - Forecast Sales of Sun Care by Category: Value 2023-2028
Table 107 - Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

**Premium Beauty and Personal Care in Bolivia**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Lower value growth than mass
Premium fragrances account for most value sales
Men's premium sees growth

**PROSPECTS AND OPPORTUNITIES**

Seasonal sales push by beauty specialist retailers
Significant growth in dermocosmetics
Growing competition from higher quality mass brands

**CATEGORY DATA**

Table 108 - Sales of Premium Beauty and Personal Care by Category: Value 2018-2023
Table 109 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 110 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023
Table 111 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023
Table 112 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028
Table 113 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

**Mass Beauty and Personal Care in Bolivia**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Modest value growth in 2023
Mass sun care registers double-digit volume growth
Direct sellers continue to lead

PROSPECTS AND OPPORTUNITIES

Price discounting and promotions key growth drivers
Expansion of modern retailing channels benefit mass beauty and personal care
Digital channels increasingly drive sales

CATEGORY DATA

Table 114 - Sales of Mass Beauty and Personal Care by Category: Value 2018-2023
Table 115 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 116 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023
Table 117 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023
Table 118 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028
Table 119 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

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