Beauty and Personal Care in Panama

April 2023

Table of Contents
Beauty and Personal Care in Panama

EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture
Country background
Socioeconomic trends
Logistics/infrastructure
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 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022
Table 7 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022
Table 8 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 9 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 10 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 11 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

BABY AND CHILD-SPECIFIC PRODUCTS

2022 Developments
Prospects and Opportunities
Category Data
Table 12 - Sales of Baby and Child-specific Products by Category: Value 2017-2022
Table 13 - Sales of Baby and Child-specific Products by Category: % Value Growth 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 Premium Baby and Child-specific Products: % Value 2019-2022
Table 17 - Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027
Table 18 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027

BATH AND SHOWER

2022 Developments
Prospects and Opportunities
Category Data
Table 19 - Sales of Bath and Shower by Category: Value 2017-2022
Table 20 - Sales of Bath and Shower by Category: % Value Growth 2017-2022
Table 21 - NBO Company Shares of Bath and Shower: % Value 2018-2022
Table 22 - LBN Brand Shares of Bath and Shower: % Value 2019-2022
Table 23 - Forecast Sales of Bath and Shower by Category: Value 2022-2027
Table 24 - Forecast Sales of Bath and Shower by Category: % Value Growth 2022-2027

DEODORANTS

2022 Developments
Prospects and Opportunities
Category Data
Table 25 - Sales of Deodorants by Category: Value 2017-2022
Table 26 - Sales of Deodorants by Category: % Value Growth 2017-2022
Table 27 - NBO Company Shares of Deodorants: % Value 2018-2022
Table 28 - LBN Brand Shares of Deodorants: % Value 2019-2022
Table 29 - Forecast Sales of Deodorants by Category: Value 2022-2027
Table 30 - Forecast Sales of Deodorants by Category: % Value Growth 2022-2027

HAIR CARE
2022 Developments
Prospects and Opportunities
Category Data
Table 31 - Sales of Hair Care by Category: Value 2017-2022
Table 32 - Sales of Hair Care by Category: % Value Growth 2017-2022
Table 33 - NBO Company Shares of Hair Care: % Value 2018-2022
Table 34 - LBN Brand Shares of Hair Care: % Value 2019-2022
Table 35 - Forecast Sales of Hair Care by Category: Value 2022-2027
Table 36 - Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

DEPILATORIES
2022 Developments
Prospects and Opportunities
Category Data
Table 37 - Sales of Depilatories by Category: Value 2017-2022
Table 38 - Sales of Depilatories by Category: % Value Growth 2017-2022
Table 39 - NBO Company Shares of Depilatories: % Value 2018-2022
Table 40 - LBN Brand Shares of Depilatories: % Value 2019-2022
Table 41 - Forecast Sales of Depilatories by Category: Value 2022-2027
Table 42 - Forecast Sales of Depilatories by Category: % Value Growth 2022-2027

ORAL CARE
2022 Developments
Prospects and Opportunities
Category Data
Table 43 - Sales of Oral Care by Category: Value 2017-2022
Table 44 - Sales of Oral Care by Category: % Value Growth 2017-2022
Table 45 - NBO Company Shares of Oral Care: % Value 2018-2022
Table 46 - LBN Brand Shares of Oral Care: % Value 2019-2022
Table 47 - Forecast Sales of Oral Care by Category: Value 2022-2027
Table 48 - Forecast Sales of Oral Care by Category: % Value Growth 2022-2027

MEN'S GROOMING
2022 Developments
Prospects and Opportunities
Category Data
Table 49 - Sales of Men's Grooming by Category: Value 2017-2022
Table 50 - Sales of Men's Grooming by Category: % Value Growth 2017-2022
Table 51 - NBO Company Shares of Men's Grooming: % Value 2018-2022
Table 52 - LBN Brand Shares of Men's Grooming: % Value 2019-2022
Table 53 - Forecast Sales of Men's Grooming by Category: Value 2022-2027
Table 54 - Forecast Sales of Men's Grooming by Category: % Value Growth 2022-2027

COLOUR COSMETICS
2022 Developments
Prospects and Opportunities
Category Data
Table 55 - Sales of Colour Cosmetics by Category: Value 2017-2022
Table 56 - Sales of Colour Cosmetics by Category: % Value Growth 2017-2022
Table 57 - NBO Company Shares of Colour Cosmetics: % Value 2018-2022
Table 58 - LBN Brand Shares of Colour Cosmetics: % Value 2019-2022
Table 59 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2019-2022
Table 60 - Forecast Sales of Colour Cosmetics by Category: Value 2022-2027
Table 61 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2022-2027

FRAGRANCES

2022 Developments
Prospects and Opportunities
Category Data
Table 62 - Sales of Fragrances by Category: Value 2017-2022
Table 63 - Sales of Fragrances by Category: % Value Growth 2017-2022
Table 64 - NBO Company Shares of Fragrances: % Value 2018-2022
Table 65 - LBN Brand Shares of Fragrances: % Value 2019-2022
Table 66 - LBN Brand Shares of Premium Fragrances: % Value 2019-2022
Table 67 - Forecast Sales of Fragrances by Category: Value 2022-2027
Table 68 - Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

SKIN CARE

2022 Developments
Prospects and Opportunities
Category Data
Table 69 - Sales of Skin Care by Category: Value 2017-2022
Table 70 - Sales of Skin Care by Category: % Value Growth 2017-2022
Table 71 - NBO Company Shares of Skin Care: % Value 2018-2022
Table 72 - LBN Brand Shares of Skin Care: % Value 2019-2022
Table 73 - LBN Brand Shares of Premium Skin Care: % Value 2019-2022
Table 74 - Forecast Sales of Skin Care by Category: Value 2022-2027
Table 75 - Forecast Sales of Skin Care by Category: % Value Growth 2022-2027

SUN CARE

2022 Developments
Prospects and Opportunities
Category Data
Table 76 - Sales of Sun Care by Category: Value 2017-2022
Table 77 - Sales of Sun Care by Category: % Value Growth 2017-2022
Table 78 - NBO Company Shares of Sun Care: % Value 2018-2022
Table 79 - LBN Brand Shares of Sun Care: % Value 2019-2022
Table 80 - LBN Brand Shares of Premium Adult Sun Care: % Value 2019-2022
Table 81 - Forecast Sales of Sun Care by Category: Value 2022-2027
Table 82 - Forecast Sales of Sun Care by Category: % Value Growth 2022-2027

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.