



Euromonitor  
International

# Skin Care in Latin America

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Key findings

## REGIONAL OVERVIEW

Latin America's underperforming skin care market

Positive growth rates expected throughout the forecast period

Chile overtakes Argentina to become the third biggest market at the end of 2016-2021

Brazilian mass general-purpose body care accounts for a major share of new sales

Body care and facial care remain the major revenue generators over the 2016-2021 period

Sustainable and natural are among the current buzz-words in skin care

Direct selling the biggest skin care distribution channel

E-commerce gains share during the pandemic in Latin American skin care

## LEADING COMPANIES AND BRANDS

Relatively concentrated competitive landscapes at a national level

Avon acquisition cements Natura&Co's leadership in Latin American skin care

Brazil and Mexico the biggest markets for the leading players

La Roche-Posay and Vichy performing strongly

## FORECAST PROJECTIONS

Positive value growth expected for skin care over the forecast period

Increasing development of natural products and ingredients expected

Rising GDP will help drive skin care growth

## COUNTRY SNAPSHOTS

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Argentina: Competitive and Retail Landscape

Bolivia: Market Context

Bolivia: Competitive and Retail Landscape

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Brazil: Competitive and Retail Landscape

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Uruguay: Market Context

Uruguay: Competitive and Retail Landscape

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