



Euromonitor
International

Premium Beauty and Personal Care in Dominican Republic

June 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Affluent Consumers Seeking Efficacious Premium Products

Premium Skin Care Leads in Value, While Premium Colour Cosmetics Experiences Dynamic Growth

Vichy'S Launch Exemplifies Longevity Trend Influencing Premium Facial Care Demand

Chart 1 - Premium Facial Skin Care Expands as Dominican Consumers Seek Faster, Scientifically Proven Results

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Affluent Consumers Expected to Drive Steady Growth with Expanding Purchasing Power

Premium Skin Care Set to Continue Leading Sales, While Colour Cosmetics Leads Rapid Growth

Longevity and Efficacy Trends Anticipated to Reshape Consumer Preferences and Business Strategies

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Experience Gradual Share Shifts Amid Moderate Concentration

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Premium Beauty and Personal Care

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Premium Beauty and Personal Care

Chart 12 - Population 2020-2030

Chart 13 - Consumer Expenditure 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Dominican Republic - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Steady Growth Driven by Preventive Health and Evolving Consumer Sophistication

Hair Care Leads Value Sales, While Colour Cosmetics Exhibits Rapid Growth

Sesderma Leverages Healthy-Longevity Trend to Drive Premium Skin Care Innovation

Chart 15 - Healthy-Longevity Mindset Fuels Demand for Pro-Aging Solutions as Sesderma Introduces Retisil

Chart 16 - Value Sales 2020-2030

Chart 17 - Volume Sales 2020-2030

Chart 18 - Value Sales by Category 2025

WHAT'S NEXT?

Dominicans Expected to Embrace Preventive Health, Fuelling Steady Growth

Hair Care Set to Lead Value Sales, While Colour Cosmetics Accelerates Growth

Multifunctionality and Personalisation Anticipated to Drive Evolving Consumer Preferences

Chart 19 - Forecast Value Sales 2020-2030

Chart 20 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Companies Adapt to Competitive Fragmentation, Sustaining Market Leadership

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Continue to Lead Despite Diversification in the Distribution Landscape

Dominican Retailers Innovate with Private Label and Trend-Driven Assortments

E-Commerce Growth Driven by Omnichannel Strategies and Premium Consumer Demand

Chart 23 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 24 - Economic Context for Beauty and Personal Care

Chart 25 - Real Gdp Growth 2020-2030

Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Beauty and Personal Care

Chart 28 - Population 2020-2030

Chart 29 - Consumer Expenditure 2020-2030

Chart 30 - 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/premium-beauty-and-personal-care-in-dominican-republic/report.