Euromonitor International

Beauty and Personal Care in Latin America

July 2024

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Strong growth expected for Latin American beauty and personal care
Positive growth expected for Latin American beauty and personal care in the coming years
Fragrances is the leading category in Latin America
Fragrances enjoy another year of strong growth in Brazil in 2023
Sun care sales booming in Mexico at the end of the review period
Fragrances add the most new sales in Latin America over the review period
Sustainability increasingly important for consumers in Brazil
Some Argentinian consumers stocking up on products before prices rise again
Grocery retailers, health and beauty specialists and direct selling dominate sales
Retail e-commerce continues growing but still remains a relatively small sales channel
Sephora looking to reach 100 stores across Mexico by 2030

LEADING COMPANIES AND BRANDS

Relatively concentrated competitive landscapes across Latin America
Natura&Co continues to lead beauty and personal care in Latin America
Brazil the biggest market for most of the top 10 players
La Roche-Posay continues moving up the rankings in 2023

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Positive volume and value growth expected throughout the forecast period
Argentinian beauty and personal care sales expected to decline in 2024

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