

Beauty and Personal Care in Latin America

January 2024

Table of Contents

INTRODUCTION

Scope Key findings

REGIONAL OVERVIEW

Latin America the second most dynamic region in the final year of the review period Latin America expected to see positive annual growth rates from 2022 onwards Fragrances is the leading category in Latin America Value sales of premium fragrances booming in Brazil in 2022 Players withdrawing products from Argentina's Precios Cuidados programme Colour cosmetics losing sales over the review period Miniatures help premium products to record strong growth in Brazil Health and beauty specialists an important distribution channel Direct selling still accounts for more than a quarter of sales

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 2022

FORECAST PROJECTIONS

Positive volume and value growth expected throughout the forecast period Increasing focus on ingredients expected among Latin American consumers

COUNTRY SNAPSHOTS

Argentina: Market context Argentina: Competitive and retail landscape Bolivia: Market context Bolivia: Competitive and retail landscape Brazil: Market context Brazil: Competitive and retail landscape Chile: Market context Chile: Competitive and retail landscape Colombia: Market context Colombia: Competitive and retail landscape Costa Rica: Market context Costa Rica: Competitive and retail landscape Dominican Republic: Market context Dominican Republic: Competitive and retail landscape Ecuador: Market context Ecuador: Competitive and retail landscape Guatemala: Market context Guatemala: Competitive and retail landscape Mexico: Market context Mexico: Competitive and retail landscape Peru: Market context Peru: Competitive and retail landscape Uruguay: Market context Uruguay: Competitive and retail landscape

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/beauty-and-personal-care-in-latinamerica/report.