



Euromonitor  
International

# Premium Beauty and Personal Care in Paraguay

June 2026

Table of Contents

## Premium Beauty and Personal Care in Paraguay - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

#### INDUSTRY PERFORMANCE

Cross-Border Shopping Tourism Fuels Rapid Premium Sales Growth

Premium Fragrances Lead in Value, While Deodorants Show Strongest Growth

Chart 1 - Value Sales 2020-2030

Chart 2 - Value Sales by Category 2025

#### WHAT'S NEXT?

Cross-Border Shopping and Purchasing Power Drive Sustained Growth

Premium Fragrances to Lead Sales Value, While Colour Cosmetics Set for Rapid Growth

Chart 3 - Forecast Value Sales 2020-2030

Chart 4 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Leading Companies Leverage Their Brand Portfolios to Maintain Strong Market Positions

Premiumisation and Consumer Engagement Present Growth Opportunities

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

#### ECONOMIC CONTEXT

Chart 7 - Economic Context for Premium Beauty and Personal Care

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 10 - Consumer Context for Premium Beauty and Personal Care

Chart 11 - Population 2020-2030

Chart 12 - Consumer Expenditure 2020-2030

Chart 13 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Paraguay - Industry Overview](#)

### EXECUTIVE SUMMARY

2025 Developments

### KEY DATA INSIGHTS

#### INDUSTRY PERFORMANCE

Cross-Border Shopping Drives Premium Growth Amid Local Sales Recovery

Chart 14 - Efficacy and Innovation Are Key Market Drivers

Fragrances and Men's Grooming Expand through Asian Influence and Climate Adaptation

Chart 15 - Asian Influence Is Gaining Popularity

Reduction in Smuggling Elevates Local Sales and Warehouse Club Prominence

Chart 16 - Value Sales 2020-2030

Chart 17 - Volume Sales 2020-2030

Chart 18 - Value Sales by Category 2025

## WHAT'S NEXT?

Paraguayan Consumers Shift to Formal Retail, Boosting Local Sales Growth  
Fragrances to Lead Value Sales, While Men's Grooming Set to Expand Rapidly  
Technology Expected to Reshape Consumer Engagement

Chart 19 - Forecast Value Sales 2020-2030

Chart 20 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Top Players Maintain Their Leadership through Focused Strategies  
Innovation and Emerging Arabic Fragrances Drive Growth and Open New Market Opportunities

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

## CHANNELS

Small Local Grocers and Pharmacies Maintain Dominance Amid Shifting Consumer Behaviour  
Warehouse Clubs Surge as a Decline in Smuggling Reshapes Retail Landscape  
Retail E-Commerce Remains Niche yet Poised for Growth

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-paraguay/report](http://www.euromonitor.com/premium-beauty-and-personal-care-in-paraguay/report).