



Euromonitor  
International

# Beauty and Personal Care in Peru

May 2025

Table of Contents

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retail developments  
What next for beauty and personal care?

MARKET DATA

- Table 1 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby and Child-Specific Products in Peru

KEY DATA FINDINGS

2024 DEVELOPMENTS

Baby and child-specific products grow as baby wipes benefit from versatility  
Kimberly-Clark del Perú SA leads, while Johnson & Johnson del Perú SA stands out  
Small local grocers continue to lead sales, but lose share as pharmacies gain ground

PROSPECTS AND OPPORTUNITIES

Growth is set to benefit from the high dynamism of baby wipes  
Players are set to address the lower birth rate with strategies that increase penetration  
Dermocosmetic brands are set to gain ground in baby and child-specific skin care

CATEGORY DATA

- Table 11 - Sales of Baby and Child-specific Products by Category: Value 2019-2024
- Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2019-2024
- Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2019-2024
- Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2020-2024
- Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2021-2024
- Table 16 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2021-2024
- Table 17 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2021-2024
- Table 18 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2021-2024
- Table 19 - Forecast Sales of Baby and Child-specific Products by Category: Value 2024-2029
- Table 20 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2024-2029
- Table 21 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2024-2029

Bath and Shower in Peru

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Bath and shower grows moderately due to economic restrictions and lower demand during cold weather  
Colgate-Palmolive Perú SA maintains its leadership while being the most dynamic player  
Small local grocers continue to lead, while pharmacies and direct selling gain importance

### PROSPECTS AND OPPORTUNITIES

Growth is set to be driven by a stronger economy and warmer weather  
Peruvians will return to pre-pandemic hygiene habits reducing the use of hand sanitisers  
Product innovation is set to focus on natural ingredients and sustainable attributes

### CATEGORY DATA

Table 22 - Sales of Bath and Shower by Category: Value 2019-2024  
Table 23 - Sales of Bath and Shower by Category: % Value Growth 2019-2024  
Table 24 - Sales of Bath and Shower by Premium vs Mass: % Value 2019-2024  
Table 25 - NBO Company Shares of Bath and Shower: % Value 2020-2024  
Table 26 - LBN Brand Shares of Bath and Shower: % Value 2021-2024  
Table 27 - LBN Brand Shares of Premium Bath and Shower: % Value 2021-2024  
Table 28 - Forecast Sales of Bath and Shower by Category: Value 2024-2029  
Table 29 - Forecast Sales of Bath and Shower by Category: % Value Growth 2024-2029  
Table 30 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2024-2029

## Colour Cosmetics in Peru

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Lip products drive both growth and sales, surpassing sales of eye make-up products  
Cetco SA continues to lead, however, share declines as Dermod's SAC improves its position  
Direct selling maintains its leadership thanks to the strong activity of its players

### PROSPECTS AND OPPORTUNITIES

The improved economy and increasing availability are expected to support ongoing growth  
Direct selling brands are set to launch physical stores and online shops  
Local and niche brands will continue to expand across the forecast period

### CATEGORY DATA

Table 31 - Sales of Colour Cosmetics by Category: Value 2019-2024  
Table 32 - Sales of Colour Cosmetics by Category: % Value Growth 2019-2024  
Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2020-2024  
Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2021-2024  
Table 35 - LBN Brand Shares of Eye Make-up: % Value 2021-2024  
Table 36 - LBN Brand Shares of Facial Make-up: % Value 2021-2024  
Table 37 - LBN Brand Shares of Lip Products: % Value 2021-2024  
Table 38 - LBN Brand Shares of Nail Products: % Value 2021-2024  
Table 39 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2021-2024  
Table 40 - Forecast Sales of Colour Cosmetics by Category: Value 2024-2029  
Table 41 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2024-2029

## Deodorants in Peru

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Low retail value growth as economic conditions challenge sales during 2024  
Unilever Andina Perú SA leads deodorants, while Procter & Gamble Perú SRL improves its share  
Small local grocers continue to lead, however, ground is lost to modern retailers

## PROSPECTS AND OPPORTUNITIES

Growth is set to be driven by deodorant pumps and sticks, which offer ease of application  
Affordable sachet formats are expected to drive growth for deodorant creams  
Innovations are set to focus on a dermocosmetics, offering skin care benefits to consumers

## CATEGORY DATA

Table 42 - Sales of Deodorants by Category: Value 2019-2024  
Table 43 - Sales of Deodorants by Category: % Value Growth 2019-2024  
Table 44 - Sales of Deodorants by Premium vs Mass: % Value 2019-2024  
Table 45 - NBO Company Shares of Deodorants: % Value 2020-2024  
Table 46 - LBN Brand Shares of Deodorants: % Value 2021-2024  
Table 47 - LBN Brand Shares of Premium Deodorants: % Value 2021-2024  
Table 48 - Forecast Sales of Deodorants by Category: Value 2024-2029  
Table 49 - Forecast Sales of Deodorants by Category: % Value Growth 2024-2029  
Table 50 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2024-2029

## Depilatories in Peru

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Modest growth due colder weather and the poor economic performance  
Procter & Gamble Perú SRL consolidates its leadership, while Schick & Energizer Perú SA increases its share  
Small local grocers lead while beauty specialists record an uplift in share

## PROSPECTS AND OPPORTUNITIES

Warmer weather conditions and improvements in the economy are set to drive growth in depilatories  
Innovations in women's razors and blades will focus on delicate skin and intimate areas  
New retail opportunities could contribute to ongoing growth of depilatories

## CATEGORY DATA

Table 51 - Sales of Depilatories by Category: Value 2019-2024  
Table 52 - Sales of Depilatories by Category: % Value Growth 2019-2024  
Table 53 - Sales of Women's Razors and Blades by Type: % Value Breakdown 2020-2024  
Table 54 - NBO Company Shares of Depilatories: % Value 2020-2024  
Table 55 - LBN Brand Shares of Depilatories: % Value 2021-2024  
Table 56 - Forecast Sales of Depilatories by Category: Value 2024-2029  
Table 57 - Forecast Sales of Depilatories by Category: % Value Growth 2024-2029

## Fragrances in Peru

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Significant growth for fragrances as high-end brands drive sales during 2024  
Cetco SA retains its lead with a significant presence in mass fragrances  
Direct selling leads sales while pharmacies improve share by expanding its selections

## PROSPECTS AND OPPORTUNITIES

The improved economic landscape is set to support growth for premium men's fragrances  
Arabic fragrances will continue to enter Peru, responding to increased demand

The premium niche segment is set to expand, offering high-end fragrance brands

## CATEGORY DATA

Table 58 - Sales of Fragrances by Category: Value 2019-2024

Table 59 - Sales of Fragrances by Category: % Value Growth 2019-2024

Table 60 - NBO Company Shares of Fragrances: % Value 2020-2024

Table 61 - LBN Brand Shares of Fragrances: % Value 2021-2024

Table 62 - LBN Brand Shares of Premium Men's Fragrances: % Value 2021-2024

Table 63 - LBN Brand Shares of Premium Women's Fragrances: % Value 2021-2024

Table 64 - Forecast Sales of Fragrances by Category: Value 2024-2029

Table 65 - Forecast Sales of Fragrances by Category: % Value Growth 2024-2029

## Hair Care in Peru

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Hair care grows in 2024, as styling agents focus on innovations to drive sales

Procter & Gamble Perú SRL maintains the leader, while L'Oréal Perú SA has a strong year with Elvive

Small local grocers continue leading due to proximity and sale of small formats

### PROSPECTS AND OPPORTUNITIES

Strong growth is set to be driven by warmer weather and ongoing product launches

Amarás is set to increase its share, offering a diverse range, competitive prices and strong distribution

Innovations are expected to focus on specialist ingredient and vegan options

## CATEGORY DATA

Table 66 - Sales of Hair Care by Category: Value 2019-2024

Table 67 - Sales of Hair Care by Category: % Value Growth 2019-2024

Table 68 - Sales of Hair Care by Premium vs Mass: % Value 2019-2024

Table 69 - NBO Company Shares of Hair Care: % Value 2020-2024

Table 70 - NBO Company Shares of Salon Professional Hair Care: % Value 2020-2024

Table 71 - LBN Brand Shares of Hair Care: % Value 2021-2024

Table 72 - LBN Brand Shares of Colourants: % Value 2021-2024

Table 73 - LBN Brand Shares of Salon Professional Hair Care: % Value 2021-2024

Table 74 - LBN Brand Shares of Styling Agents: % Value 2021-2024

Table 75 - LBN Brand Shares of Premium Hair Care: % Value 2021-2024

Table 76 - Forecast Sales of Hair Care by Category: Value 2024-2029

Table 77 - Forecast Sales of Hair Care by Category: % Value Growth 2024-2029

Table 78 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2024-2029

## Men's Grooming in Peru

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

A growing interest in products specifically formulated for men supports strong growth

Cetco SA continues to lead thanks to its strong focus on fragrances for men

Direct selling continues to lead the men's grooming, driven by strong players

### PROSPECTS AND OPPORTUNITIES

The growing availability of men's grooming products will support strong growth across the forecast period

Father's Day and online campaigns are opportunities to boost sales of men's grooming products

Innovations in men's facial care products are set to rise, boosting growth

## CATEGORY DATA

Table 79 - Sales of Men's Grooming by Category: Value 2019-2024

Table 80 - Sales of Men's Grooming by Category: % Value Growth 2019-2024

Table 81 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2021-2024

Table 82 - Sales of Men's Skin Care by Type: % Value Breakdown 2021-2024

Table 83 - NBO Company Shares of Men's Grooming: % Value 2020-2024

Table 84 - LBN Brand Shares of Men's Grooming: % Value 2021-2024

Table 85 - LBN Brand Shares of Men's Razors and Blades: % Value 2021-2024

Table 86 - Forecast Sales of Men's Grooming by Category: Value 2024-2029

Table 87 - Forecast Sales of Men's Grooming by Category: % Value Growth 2024-2029

## Oral Care in Peru

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Oral care benefits from being an essential item, while tooth whiteners drive interest

Colgate-Palmolive Perú SA continues to lead due to the strength of Colgate and Kolynos

Small local grocers is the dominant channel, thanks to proximity, and personal services

### PROSPECTS AND OPPORTUNITIES

The improved penetration of lesser-used products is expected to drive value growth

Promoting preventive oral health care will support growth across the forecast period

A growing trend towards teeth whitening will drive the use of whitening toothpastes and tooth whiteners

## CATEGORY DATA

Table 88 - Sales of Oral Care by Category: Value 2019-2024

Table 89 - Sales of Oral Care by Category: % Value Growth 2019-2024

Table 90 - Sales of Toothbrushes by Category: Value 2019-2024

Table 91 - Sales of Toothbrushes by Category: % Value Growth 2019-2024

Table 92 - Sales of Toothpaste by Type: % Value Breakdown 2020-2024

Table 93 - NBO Company Shares of Oral Care: % Value 2020-2024

Table 94 - LBN Brand Shares of Oral Care: % Value 2021-2024

Table 95 - LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2021-2024

Table 96 - LBN Brand Shares of Toothpaste: % Value 2021-2024

Table 97 - Forecast Sales of Oral Care by Category: Value 2024-2029

Table 98 - Forecast Sales of Oral Care by Category: % Value Growth 2024-2029

Table 99 - Forecast Sales of Toothbrushes by Category: Value 2024-2029

Table 100 - Forecast Sales of Toothbrushes by Category: % Value Growth 2024-2029

## Skin Care in Peru

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Skin care grows as health and wellness trends support sales of key products

Beiersdorf SAC leads skin care thanks to significant momentum from Nivea and Eucerin

Direct selling leads sales, offering specialised and innovative products in skin care

### PROSPECTS AND OPPORTUNITIES

Significant growth is expected to continue, driven by anti-ageing skin care products

The opening of specialised stores selling skin care products will support ongoing growth

Comprehensive facial treatments are expected to rise, supporting overall growth in skin care

CATEGORY DATA

- Table 101 - Sales of Skin Care by Category: Value 2019-2024
- Table 102 - Sales of Skin Care by Category: % Value Growth 2019-2024
- Table 103 - NBO Company Shares of Skin Care: % Value 2020-2024
- Table 104 - LBN Brand Shares of Skin Care: % Value 2021-2024
- Table 105 - LBN Brand Shares of Basic Moisturisers: % Value 2021-2024
- Table 106 - LBN Brand Shares of Anti-agers: % Value 2021-2024
- Table 107 - LBN Brand Shares of Firming Body Care: % Value 2021-2024
- Table 108 - LBN Brand Shares of General Purpose Body Care: % Value 2021-2024
- Table 109 - LBN Brand Shares of Premium Skin Care: % Value 2021-2024
- Table 110 - Forecast Sales of Skin Care by Category: Value 2024-2029
- Table 111 - Forecast Sales of Skin Care by Category: % Value Growth 2024-2029

Sun Care in Peru

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sun care records the strongest growth as daily use of the product increases
- Unique SA maintains its leadership, while Beiersdorf SAC boosts its share
- Direct selling continues to lead, while pharmacies improve share by offering expert guidance

PROSPECTS AND OPPORTUNITIES

- Significant growth is set to be driven by rising awareness, warmer weather, and the improved economy
- Sun care will continue to be driven by dermatologists and point-of-sale specialists
- Sun care innovations are expected to focus on stronger skin protection and cross-category benefits

CATEGORY DATA

- Table 112 - Sales of Sun Care by Category: Value 2019-2024
- Table 113 - Sales of Sun Care by Category: % Value Growth 2019-2024
- Table 114 - NBO Company Shares of Sun Care: % Value 2020-2024
- Table 115 - LBN Brand Shares of Sun Care: % Value 2021-2024
- Table 116 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024
- Table 117 - Forecast Sales of Sun Care by Category: Value 2024-2029
- Table 118 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

Premium Beauty and Personal Care in Peru

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising demand and strong promotions from premium brands drives sales in 2024
- L'Oréal Perú SA maintains its leadership thanks to its prestigious and well-established brands
- Consumers value global premium brands and seek out new, high-end and exclusive products

PROSPECTS AND OPPORTUNITIES

- Significant growth is anticipated, supported by innovation and technological advancements
- The opening of physical stores offering premium goods is set to drive sales
- Innovations are set to be strong within fragrances and dermocosmetic treatments

CATEGORY DATA

- Table 119 - Sales of Premium Beauty and Personal Care by Category: Value 2019-2024
- Table 120 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 121 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024

Table 122 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024

Table 123 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2024-2029

Table 124 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2024-2029

Mass Beauty and Personal Care in Peru

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Economic difficulties and colder weather challenge sales in 2024
- Cetco SA retains its lead thanks to strong sales through the direct selling channel
- Consumers seek products with appealing benefit-cost ratios, in addition to dermocosmetic innovations

PROSPECTS AND OPPORTUNITIES

- Growth is set to be bolstered by the improved economy and demand for specialised solutions
- Specialised stores are expected to widen availability and support sales growth
- Innovations are set to focus on skin care, offering anti-ageing and targeted solutions

CATEGORY DATA

Table 125 - Sales of Mass Beauty and Personal Care by Category: Value 2019-2024

Table 126 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2019-2024

Table 127 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2020-2024

Table 128 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2021-2024

Table 129 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2024-2029

Table 130 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2024-2029

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