



Euromonitor
International

Skin Care in Costa Rica

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Skin care increasingly perceived as part of overall wellness
BDF Costa Rica SA continues to lead, but niche brands are growing in popularity
Supermarkets remain the leading distribution channel, but e-commerce is gaining ground

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Increased consumer knowledge will support moderate demand growth
Manufacturers will launch more multifunctional products
Dermocosmetic brands will move towards the mainstream

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Beauty and Personal Care in Costa Rica - Industry Overview

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DISCLAIMER

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