

# **Deodorants in Costa Rica**

May 2025

Table of Contents

# Deodorants in Costa Rica - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Deodorant sprays gain ground on sticks International brands dominate Competitive pricing and convenience make supermarkets the key distribution channel

#### PROSPECTS AND OPPORTUNITIES

Growth in retail constant value sales will continue to slow Innovation will largely be limited to new scents Grocery retail chains will continue to dominate e-commerce

#### CATEGORY DATA

Table 1 - Sales of Deodorants by Category: Value 2019-2024
Table 2 - Sales of Deodorants by Category: % Value Growth 2019-2024
Table 3 - Sales of Deodorants by Premium vs Mass: % Value 2019-2024
Table 4 - NBO Company Shares of Deodorants: % Value 2020-2024
Table 5 - LBN Brand Shares of Deodorants: % Value 2021-2024
Table 6 - LBN Brand Shares of Premium Deodorants: % Value 2021-2024
Table 7 - Forecast Sales of Deodorants by Category: Value 2024-2029
Table 8 - Forecast Sales of Deodorants by Category: % Value Growth 2024-2029
Table 9 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2024-2029

# Beauty and Personal Care in Costa Rica - Industry Overview

#### 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 10 - Sales of Beauty and Personal Care by Category: Value 2019-2024

- Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 16 Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

# SOURCES

Summary 1 - Research Sources

# 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/deodorants-in-costa-rica/report.