

Baby and Child-Specific Products in Uruguay

May 2025

Table of Contents

Baby and Child-Specific Products in Uruguay - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Decline in cross-border shopping turbocharges domestic demand Gap between leader Johnson & Johnson and Kimberly-Clark narrows Pharmacies tighten their grip on distribution

PROSPECTS AND OPPORTUNITIES

Increasing demand for more natural products will be a key growth driver Higher-priced dermocosmetic offerings will continue to grow in popularity Low fertility rate could limit growth

CATEGORY DATA

Table 1 - Sales of Baby and Child-specific Products by Category: Value 2019-2024Table 2 - Sales of Baby and Child-specific Products by Category: % Value Growth 2019-2024Table 3 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2019-2024Table 4 - NBO Company Shares of Baby and Child-specific Products: % Value 2020-2024Table 5 - LBN Brand Shares of Baby and Child-specific Products: % Value 2021-2024Table 6 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2021-2024Table 7 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2021-2024Table 8 - Forecast Sales of Baby and Child-specific Products by Category: Value 2024-2029Table 9 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2024-2029Table 10 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2024-2029

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

Table 20 - 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/baby-and-child-specific-products-inuruguay/report.