



**Euromonitor
International**

Bath and Shower in Uruguay

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Decrease in cross-border shopping and disinflation underpin rebound in retail current value sales
Unilever del Uruguay SA and Colgate-Palmolive Inc SA remain dominant
Supermarkets remain the dominant distribution channel, but pharmacies and e-commerce pose a threat

PROSPECTS AND OPPORTUNITIES

Decline in cross-border shopping will continue to boost domestic sales
Sustainable products will grow in popularity
Supermarkets to remain the key distribution channel

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Beauty and Personal Care in Uruguay - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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