



Beauty and Personal Care in El Salvador

April 2024

Table of Contents

EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

What next for beauty and personal care?

MARKET DATA

Table 1 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 6 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 7 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

Table 8 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 9 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 10 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 11 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

BABY AND CHILD-SPECIFIC PRODUCTS

2023 Developments

Prospects and Opportunities

Category Data

Table 12 - Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 13 - Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 16 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 17 - Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 18 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

BATH AND SHOWER

2023 Developments

Prospects and Opportunities

Category Data

Table 19 - Sales of Bath and Shower by Category: Value 2018-2023

Table 20 - Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 21 - NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 22 - LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 23 - Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 24 - Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

DEODORANTS

2023 Developments

Prospects and Opportunities

Category Data

Table 25 - Sales of Deodorants by Category: Value 2018-2023

Table 26 - Sales of Deodorants by Category: % Value Growth 2018-2023

Table 27 - NBO Company Shares of Deodorants: % Value 2019-2023

Table 28 - LBN Brand Shares of Deodorants: % Value 2020-2023

Table 29 - Forecast Sales of Deodorants by Category: Value 2023-2028

Table 30 - Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

HAIR CARE

2023 Developments

Prospects and Opportunities

Category Data

Table 31 - Sales of Hair Care by Category: Value 2018-2023

Table 32 - Sales of Hair Care by Category: % Value Growth 2018-2023

Table 33 - NBO Company Shares of Hair Care: % Value 2019-2023

Table 34 - LBN Brand Shares of Hair Care: % Value 2020-2023

Table 35 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 36 - Forecast Sales of Hair Care by Category: Value 2023-2028

Table 37 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

DEPILATORIES

2023 Developments

Prospects and Opportunities

Category Data

Table 38 - Sales of Depilatories by Category: Value 2018-2023

Table 39 - Sales of Depilatories by Category: % Value Growth 2018-2023

Table 40 - NBO Company Shares of Depilatories: % Value 2019-2023

Table 41 - LBN Brand Shares of Depilatories: % Value 2020-2023

Table 42 - Forecast Sales of Depilatories by Category: Value 2023-2028

Table 43 - Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

ORAL CARE

2023 Developments

Prospects and Opportunities

Category Data

Table 44 - Sales of Oral Care by Category: Value 2018-2023

Table 45 - Sales of Oral Care by Category: % Value Growth 2018-2023

Table 46 - NBO Company Shares of Oral Care: % Value 2019-2023

Table 47 - LBN Brand Shares of Oral Care: % Value 2020-2023

Table 48 - Forecast Sales of Oral Care by Category: Value 2023-2028

Table 49 - Forecast Sales of Oral Care by Category: % Value Growth 2023-2028

MEN'S GROOMING

2023 Developments

Prospects and Opportunities

Category Data

Table 50 - Sales of Men's Grooming by Category: Value 2018-2023

Table 51 - Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 52 - NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 53 - LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 54 - Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 55 - Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

COLOUR COSMETICS

2023 Developments

Prospects and Opportunities

Category Data

Table 56 - Sales of Colour Cosmetics by Category: Value 2018-2023

Table 57 - Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 58 - NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 59 - LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 60 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 61 - Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 62 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

FRAGRANCES

2023 Developments

Prospects and Opportunities

Category Data

Table 63 - Sales of Fragrances by Category: Value 2018-2023

Table 64 - Sales of Fragrances by Category: % Value Growth 2018-2023

Table 65 - NBO Company Shares of Fragrances: % Value 2019-2023

Table 66 - LBN Brand Shares of Fragrances: % Value 2020-2023

Table 67 - LBN Brand Shares of Premium Fragrances: % Value 2020-2023

Table 68 - Forecast Sales of Fragrances by Category: Value 2023-2028

Table 69 - Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

SKIN CARE

2023 Developments

Prospects and Opportunities

Category Data

Table 70 - Sales of Skin Care by Category: Value 2018-2023

Table 71 - Sales of Skin Care by Category: % Value Growth 2018-2023

Table 72 - NBO Company Shares of Skin Care: % Value 2019-2023

Table 73 - LBN Brand Shares of Skin Care: % Value 2020-2023

Table 74 - LBN Brand Shares of Premium Skin Care: % Value 2020-2023

Table 75 - Forecast Sales of Skin Care by Category: Value 2023-2028

Table 76 - Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

SUN CARE

2023 Developments

Prospects and Opportunities

Category Data

Table 77 - Sales of Sun Care by Category: Value 2018-2023

Table 78 - Sales of Sun Care by Category: % Value Growth 2018-2023

Table 79 - NBO Company Shares of Sun Care: % Value 2019-2023

Table 80 - LBN Brand Shares of Sun Care: % Value 2020-2023

Table 81 - LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 82 - Forecast Sales of Sun Care by Category: Value 2023-2028

Table 83 - Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

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-el-salvador/report.