

Beauty and Personal Care in Honduras

May 2025

Table of Contents

Beauty and Personal Care in Honduras

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 1 Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 6 NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024
- Table 7 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024
- Table 8 Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 9 Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 10 Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 11 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

BABY AND CHILD-SPECIFIC PRODUCTS

Key Data Findings

2024 Developments

The economic environment stimulates households into regulating their purchases of baby and child-specific products, sometimes opting for formats for adults

Johnson's Baby consolidates its leadership with a balance of affordability and a focus on more natural formulations

High distribution concentration of children's personal care products through grocery retailers

Prospects and Opportunities

Despite a declining birth rate, the category is driven by a greater priority towards preventive care among parents

Micro-segmentation of baby and child-specific products is on the rise

Natural formulations better connect with the values of young generations of Honduran parents

Category Data

- Table 12 Sales of Baby and Child-specific Products by Category: Value 2019-2024
- Table 13 Sales of Baby and Child-specific Products by Category: % Value Growth 2019-2024
- Table 14 NBO Company Shares of Baby and Child-specific Products: % Value 2020-2024
- Table 15 LBN Brand Shares of Baby and Child-specific Products: % Value 2021-2024
- Table 16 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2021-2024
- Table 17 Forecast Sales of Baby and Child-specific Products by Category: Value 2024-2029
- Table 18 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2024-2029

BATH AND SHOWER

Key Data Findings

2024 Developments

In bath and shower, Hondurans opt for affordable formats, while simultaneously lean towards those that offer skin care benefits

Bar soap looks beyond price with innovative formulations

Growing portfolio of bath and shower products and ongoing promotions favour the growth of supermarket chains

Prospects and Opportunities

Young generations looking for more sensorial shower experiences, favour category premiumisation

Intimate hygiene is increasingly incorporated into personal care habits

Innovations emphasise the use of ingredients already positioned as effective in other industries

Category Data

Table 19 - Sales of Bath and Shower by Category: Value 2019-2024

Table 20 - Sales of Bath and Shower by Category: % Value Growth 2019-2024

Table 21 - NBO Company Shares of Bath and Shower: % Value 2020-2024

Table 22 - LBN Brand Shares of Bath and Shower: % Value 2021-2024

Table 23 - Forecast Sales of Bath and Shower by Category: Value 2024-2029

Table 24 - Forecast Sales of Bath and Shower by Category: % Value Growth 2024-2029

DEODORANTS

Key Data Findings

2024 Developments

High price sensitivity limits the further development of the category

Deodorant brands emphasise their formulations with skin care attributes as a sales driver

A wide range of deodorant offerings and ongoing promotional campaigns strengthen the relevance of supermarket chains

Prospects and Opportunities

Ongoing economic challenges in the country maintain a consumer preference for lower-cost deodorant formats

The effects of climate change generate some seasonality in demand for deodorants

Deodorants incorporate ingredients already highly positioned by the skin care industry as a sales driver

Category Data

Table 25 - Sales of Deodorants by Category: Value 2019-2024

Table 26 - Sales of Deodorants by Category: % Value Growth 2019-2024

Table 27 - NBO Company Shares of Deodorants: % Value 2020-2024

Table 28 - LBN Brand Shares of Deodorants: % Value 2021-2024

Table 29 - Forecast Sales of Deodorants by Category: Value 2024-2029

Table 30 - Forecast Sales of Deodorants by Category: % Value Growth 2024-2029

HAIR CARE

Key Data Findings

2024 Developments

Honduran women demand more specialised hair care products, with low prices no longer being the only determining purchasing factor

Unilever Group consolidates its leadership in hair care with an increasing portfolio breadth targeting more specific segments

Supermarkets are growing their portfolios with more personalised offerings, while small local grocers remain highly relevant for low-priced products.

Prospects and Opportunities

The incorporation of more personalised hair care routines favours the development of the category

Hair care needs are highly dynamic, with Hondurans changing their preferences seasonally

Innovative formulations promise faster results

Category Data

Table 31 - Sales of Hair Care by Category: Value 2019-2024

Table 32 - Sales of Hair Care by Category: % Value Growth 2019-2024

Table 33 - NBO Company Shares of Hair Care: % Value 2020-2024

Table 34 - LBN Brand Shares of Hair Care: % Value 2021-2024

Table 35 - LBN Brand Shares of Premium Hair Care: % Value 2021-2024

Table 36 - Forecast Sales of Hair Care by Category: Value 2024-2029

Table 37 - Forecast Sales of Hair Care by Category: % Value Growth 2024-2029

DEPILATORIES

Key Data Findings

2024 Developments

Widely adopted aesthetic patterns ensure sustainable demand for depilatories even in challenging economic times

Procter & Gamble reaffirms its leadership with a growing segmented portfolio strategy

Private label strengthens its position in women's razors and blades with improved features

Prospects and Opportunities

Beauty standards favour sustained growth in hair removal products, but with a slow rise in premiumisation given the economic context

Hair removers/bleaches seek to connect with Generation Z with promises of immediate results and skin-friendly formulations

Innovations in hair removal consider topics such as comprehensive women's health care

Category Data

Table 38 - Sales of Depilatories by Category: Value 2019-2024

Table 39 - Sales of Depilatories by Category: % Value Growth 2019-2024

Table 40 - NBO Company Shares of Depilatories: % Value 2020-2024

Table 41 - LBN Brand Shares of Depilatories: % Value 2021-2024

Table 42 - Forecast Sales of Depilatories by Category: Value 2024-2029

Table 43 - Forecast Sales of Depilatories by Category: % Value Growth 2024-2029

ORAL CARE

Key Data Findings

2024 Developments

Oral care is considered a priority by most Hondurans although income limitations prevent the expansion of more specialised products

Colgate is a broad leader in oral care with a growing portfolio of products and innovations that emphasise multi-benefits

Supermarkets are gaining ground in oral care with active promotional campaigns

Prospects and Opportunities

Young generations focus more on prevention in oral care favouring sustained category growth

Hondurans sometimes prioritise aesthetic claims over health care attributes when it comes to oral care products

Electric toothbrushes innovate with the incorporation of artificial intelligence

Category Data

Table 44 - Sales of Oral Care by Category: Value 2019-2024

Table 45 - Sales of Oral Care by Category: % Value Growth 2019-2024

Table 46 - NBO Company Shares of Oral Care: % Value 2020-2024

Table 47 - LBN Brand Shares of Oral Care: % Value 2021-2024

Table 48 - Forecast Sales of Oral Care by Category: Value 2024-2029

Table 49 - Forecast Sales of Oral Care by Category: % Value Growth 2024-2029

MEN'S GROOMING

Key Data Findings

2024 Developments

Changing perceptions of masculinity among Honduran men favour category growth

While price is important to men when it comes to beauty and personal care products, they are now also more demanding when it comes to quality Supermarkets are strengthening their position in men's grooming, responding to more sophisticated demand with the frequent expansion of their product portfolio

Prospects and Opportunities

Young generations of Honduran men adopt more comprehensive personal care behaviour favouring the expansion of the category

The aesthetic idealisation of a well-groomed beard is gaining ground among Honduran men

Increasingly dynamic innovations in men's facial care

Category Data

Table 50 - Sales of Men's Grooming by Category: Value 2019-2024

Table 51 - Sales of Men's Grooming by Category: % Value Growth 2019-2024

Table 52 - NBO Company Shares of Men's Grooming: % Value 2020-2024

Table 53 - LBN Brand Shares of Men's Grooming: % Value 2021-2024

Table 54 - Forecast Sales of Men's Grooming by Category: Value 2024-2029

Table 55 - Forecast Sales of Men's Grooming by Category: % Value Growth 2024-2029

COLOUR COSMETICS

Key Data Findings

2024 Developments

Honduran women make no compromises in their use of colour cosmetics, even in times of economic hardship

L'Oréal Groupe consolidates its position with frequent innovations that appeal to young generations of Honduran women

Direct selling channel is highly relevant in a limited formal labour market

Prospects and Opportunities

Make-up habits are being adopted at younger ages although products with more natural shades are increasingly valued

More polarised weather conditions in Honduras influence make-up choices

Make-up innovation aims to expand multiple benefits with a focus on skin care

Category Data

Table 56 - Sales of Colour Cosmetics by Category: Value 2019-2024

Table 57 - Sales of Colour Cosmetics by Category: % Value Growth 2019-2024

Table 58 - NBO Company Shares of Colour Cosmetics: % Value 2020-2024

Table 59 - LBN Brand Shares of Colour Cosmetics: % Value 2021-2024

Table 60 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2021-2024

Table 61 - Forecast Sales of Colour Cosmetics by Category: Value 2024-2029

Table 62 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2024-2029

FRAGRANCES

Key Data Findings

2024 Developments

Hondurans demonstrate a high level of aromatic sensoriality in their appreciation of fragrances and are unwilling to eschew usage, even during economically challenging times

Brands in mass fragrances offer enhanced sensory experiences

Direct selling maintains leadership in fragrances distribution, although the channel is seeing growing pressure from supermarkets and associated seasonal promotional offers

Prospects and Opportunities

Ongoing growth of fragrances sales over the forecast period with men increasingly embracing these products

Despite economic limitations of the Honduran market, premium fragrances find opportunities among consumers with dual-use patterns Innovations in fragrances seek to connect with emotions and achieve a higher level of personalisation in olfactory preferences.

Category Data

Table 63 - Sales of Fragrances by Category: Value 2019-2024

Table 64 - Sales of Fragrances by Category: % Value Growth 2019-2024

Table 65 - NBO Company Shares of Fragrances: % Value 2020-2024

Table 66 - LBN Brand Shares of Fragrances: % Value 2021-2024

Table 67 - LBN Brand Shares of Premium Fragrances: % Value 2021-2024

Table 68 - Forecast Sales of Fragrances by Category: Value 2024-2029

Table 69 - Forecast Sales of Fragrances by Category: % Value Growth 2024-2029

SKIN CARE

Key Data Findings

2024 Developments

The concept of skin care as part of overall health care is gaining ground among Hondurans

The industry emphasises ingredient positioning as a strategy to boost sales

Pharmaceutical chains gain ground in skin care as consumers associate their product offer with scientific backing

Prospects and Opportunities

Sustained growth of skin care primarily due to growing consumer focus on the prevention of facial ageing

The strategy of highlighting multiple benefits is increasingly being adopted for mass skin care brands

Scientifically backed formulas with promises of accelerated results spearhead innovations in skin care

Category Data

Table 70 - Sales of Skin Care by Category: Value 2019-2024

Table 71 - Sales of Skin Care by Category: % Value Growth 2019-2024

Table 72 - NBO Company Shares of Skin Care: % Value 2020-2024

Table 73 - LBN Brand Shares of Skin Care: % Value 2021-2024

Table 74 - LBN Brand Shares of Premium Skin Care: % Value 2021-2024

Table 75 - Forecast Sales of Skin Care by Category: Value 2024-2029

Table 76 - Forecast Sales of Skin Care by Category: % Value Growth 2024-2029

SUN CARE

Key Data Findings

2024 Developments

Growing awareness of the importance of skin care boosts demand for sun protection

Nivea Sun has a balance of affordability and portfolio breadth that responds to more particular preferences in sun care

Pharmacies are gaining ground in a country where consumers increasingly associate the use of sun protection as part of their overall preventive health habits

Prospects and Opportunities

Young generations of Hondurans are adopting the habit of using sun care at increasingly younger ages

More intense heat waves lead to seasonal use of sun protection

Sun protection innovations align with a multi-benefit strategy similar to that seen in skin care

Category Data

Table 77 - Sales of Sun Care by Category: Value 2019-2024

Table 78 - Sales of Sun Care by Category: % Value Growth 2019-2024

Table 79 - NBO Company Shares of Sun Care: % Value 2020-2024

Table 80 - LBN Brand Shares of Sun Care: % Value 2021-2024

Table 81 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024

Table 82 - Forecast Sales of Sun Care by Category: Value 2024-2029

Table 83 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

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-honduras/report.