

# Mass Beauty and Personal Care in Costa Rica

<https://marketpublishers.com/r/MC54136D2DEEN.html>

Date: May 2023

Pages: 22

Price: US\$ 990.00 (Single User License)

ID: MC54136D2DEEN

## Abstracts

With rising inflation and living costs, consumers in Costa Rica have become increasingly price-sensitive and are looking to make savings where they can. Companies in mass beauty and personal care are therefore offering new volume sizes for certain products, while shrinking other packages in order to keep price increases to a minimum. New sizes are especially apparent in shampoo and conditioner (Sedal, Head & Shoulders, and Nacho Cartacho now offer 1-litre bottles), baby and child-specific toilet...

Euromonitor International's Mass Beauty and Personal Care in Costa Rica report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

**Product coverage:** Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin Care.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Mass Beauty and Personal Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### PREMIUM BEAUTY AND PERSONAL CARE IN COSTA RICA

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Dermocosmetics competing with traditional premium skin care brands

Premium fragrances benefit from increased mobility following COVID-19

Growth of unofficial companies offering lower prices; however, Saint Honor? continues to lead a highly fragmented landscape

#### PROSPECTS AND OPPORTUNITIES

Trade downs from premium to mass as consumers face increasing financial pressure

Discounting to increasingly influence consumers' choices as brand loyalty wanes

Growth of informal channels as consumers search for the lowest prices

#### CATEGORY DATA

Table 1 Sales of Premium Beauty and Personal Care by Category: Value 2017-2022

Table 2 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Premium Beauty and Personal Care: % Value 2018-2022

Table 4 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2019-2022

Table 5 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2022-2027

Table 6 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2022-2027

### BEAUTY AND PERSONAL CARE IN COSTA RICA

#### EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### MARKET DATA

Table 7 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 12 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 13 Distribution of Beauty and Personal Care by Format and Category: % Value

2022

Table 14 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 15 Forecast Sales of Beauty and Personal Care by Category: % Value Growth  
2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

## I would like to order

Product name: Mass Beauty and Personal Care in Costa Rica

Product link: <https://marketpublishers.com/r/MC54136D2DEEN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MC54136D2DEEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970