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Mass Beauty and Personal Care in Peru

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Abstracts

Sales in mass beauty and personal care in Peru were characterised by seller trends in 2023. Notably, direct sellers are investing in omnichannel strategies in order to boost sales. Although direct selling consultants continue to offer great value to consumers due to the benefit of them being able to offer in-person advice, many brands are reinforcing their presence through online channels in order to better support a more widespread offer and appeal to different consumer needs.

Euromonitor International's Mass Beauty and Personal Care in Peru report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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;

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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.

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Contents

Mass Beauty and Personal Care in Peru
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April 2024

LIST OF CONTENTS AND TABLES

MASS BEAUTY AND PERSONAL CARE IN PERU
KEY DATA FINDINGS

2023 DEVELOPMENTS

Direct sellers invest in omnichannel strategies to boost mass sales
Natura adds natural Peruvian ingredients to its products
Direct sellers launch product lines to compete with dermocosmetics
PROSPECTS AND OPPORTUNITIES
Korean brands expected to expand further in Peru
Private label will continue to attract price-sensitive consumers
Trend towards dermocosmetics-based ingredients and formulas will continue apace
CATEGORY DATA
Table 1 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023
Table 2 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 3 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023
Table 4 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023
Table 5 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028
Table 6 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028
BEAUTY AND PERSONAL CARE IN PERU
EXECUTIVE SUMMARY
Beauty and personal care in 2023: The big picture

2023 KEY TRENDS

Competitive landscape
Retailing developments
What next for beauty and personal care?

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MARKET DATA
Table 7 Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 12 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 13 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 14 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 15 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 16 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028
DISCLAIMER
SOURCES
Summary 1 Research Sources

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