

# Premium Beauty and Personal Care in Argentina

<https://marketpublishers.com/r/P903623721FEN.html>

Date: April 2024

Pages: 22

Price: US\$ 990.00 (Single User License)

ID: P903623721FEN

## Abstracts

In 2023, premium beauty and personal care in Argentina registered a strong contraction in retail volume terms, while retail value sales rose. Import restrictions were the key challenge for retail volume sales, with imports of premium beauty and personal care products negatively affected by government restrictions. Although companies could import products, they faced a concealed barrier, as they were required to pay for imports after 180 days. Against a background of skyrocketing inflation and cu...

Euromonitor International's Premium Beauty and Personal Care in Argentina 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: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium 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 Premium 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 Argentina  
Euromonitor International  
April 2024

### LIST OF CONTENTS AND TABLES

PREMIUM BEAUTY AND PERSONAL CARE IN ARGENTINA  
KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Import restrictions negatively impact the performance of premium beauty and personal care

The duty-free boom challenges sales of premium beauty and personal care

L'Oréal Argentina SA retains the lead despite losing retail value share

#### PROSPECTS AND OPPORTUNITIES

Import restrictions reverse, creating stronger potential for premium goods

Players focus on smaller pack sizes to offer affordable options to consumers

The e-commerce expansion is driven by beauty specialists and pharmacy chains

#### CATEGORY DATA

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

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

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

Table 4 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

Table 5 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028

Table 6 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

#### BEAUTY AND PERSONAL CARE IN ARGENTINA

##### 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?

#### 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

## I would like to order

Product name: Premium Beauty and Personal Care in Argentina

Product link: <https://marketpublishers.com/r/P903623721FEN.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/P903623721FEN.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