

Mass Beauty and Personal Care in Peru

April 2024

Table of Contents

Mass Beauty and Personal Care in Peru - Category analysis

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 - Industry Overview

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

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