

## Skin Care in Argentina

Market Direction | 2024-04-12 | 27 pages | Euromonitor

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### Report description:

Skin care in Argentina registered solid growth in retail volume terms in 2023, exceeding pre-pandemic levels. The COVID-19 pandemic significantly impacted skin care consumption and daily habits in Argentina, with consumers increasing their use of skin care as part of self-care routines. In 2023, the category remained somewhat immune to the economic crisis, with many consumers perceiving skin care to be an essential beauty and personal care product. Consequently, skin care continued to show robus...

Euromonitor International's Skin 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: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

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

### Why buy this report?

- \* Get a detailed picture of the Skin 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.

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#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Skin care continues to record retail volume growth, viewed as essential by many

Facial care drives skin care sales, as body care routines are not habitual

Direct sellers lose ground, negatively impacted by import restrictions

#### PROSPECTS AND OPPORTUNITIES

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