

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 robust...

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.

Table of Contents:

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List Of Contents And Tables

SKIN CARE IN ARGENTINA

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

Challenges in the early forecast period as price sensitivity rises

Opportunity for local players to grow as premium options become unaffordable

Hypermarkets and supermarkets expand their offerings, including imported brands

CATEGORY DATA

Table 1 Sales of Skin Care by Category: Value 2018-2023

Table 2 Sales of Skin Care by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Skin Care: % Value 2019-2023

Table 4 LBN Brand Shares of Skin Care: % Value 2020-2023

Table 5 LBN Brand Shares of Basic Moisturisers: % Value 2020-2023

Table 6 LBN Brand Shares of Anti-agers: % Value 2020-2023

Table 7 LBN Brand Shares of Firming Body Care: % Value 2020-2023

Table 8 LBN Brand Shares of General Purpose Body Care: % Value 2020-2023

Table 9 LBN Brand Shares of Premium Skin Care: % Value 2020-2023

Table 10 □Forecast Sales of Skin Care by Category: Value 2023-2028

Table 11 □Forecast Sales of Skin 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 12 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 18 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 21 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

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