

## **Beauty and Personal Care in Dominican Republic**

Market Direction | 2024-04-22 | 101 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

### **Report description:**

In 2023, beauty and personal care in the Dominican Republic witnessed steady retail volume growth despite the relatively weak economy and high Inflation. Although the rate of inflation fell in 2023 compared to the previous two years, the overall increase in prices over the past two years continued to put pressure on the purchasing power of Dominicans, especially in low- and middle-income demographic groups. These consumers remain cautious with their expenditure and continue to prioritise essenti...

Euromonitor International's Beauty and Personal Care in Dominican Republic 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: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun 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 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.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## **Table of Contents:**

Beauty and Personal Care in Dominican Republic  
Euromonitor International  
April 2024

List Of Contents And Tables

### **BEAUTY AND PERSONAL CARE IN DOMINICAN REPUBLIC**

#### **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 1 Sales of Beauty and Personal Care by Category: Value 2018-2023  
Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023  
Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023  
Table 7 Distribution of Beauty and Personal Care by Format: % Value 2018-2023  
Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2023  
Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028  
Table 10 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

#### **DISCLAIMER**

#### **SOURCES**

Summary 1 Research Sources

### **MASS BEAUTY AND PERSONAL CARE IN DOMINICAN REPUBLIC**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Higher cost of living awakens interest in mass products  
Mass products show polarisation in packaging formats  
Growing demand for mass fragrances

#### **PROSPECTS AND OPPORTUNITIES**

Evolution of private label provides balance between affordability and quality  
Mass brands democratise access to ingredients perceived as premium  
Direct sales channel remains relevant but faces pressure from the omnichannel trend

#### **CATEGORY DATA**

Table 11 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023  
Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 13 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023  
Table 14 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023  
Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028  
Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

### **PREMIUM BEAUTY AND PERSONAL CARE IN DOMINICAN REPUBLIC**

#### **KEY DATA FINDINGS**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## 2023 DEVELOPMENTS

Premiumisation slows down as consumers face financial constraints

Tourism recovery favours demand for certain beauty and personal care products

L'Oreal Groupe leads the premium segment supported by ongoing innovation

## PROSPECTS AND OPPORTUNITIES

Premium products to witness sustained growth as the Dominican economy stabilises

Premium brands aim to help support emotional wellbeing

Promoting virtual socialisation is an increasingly common strategy to validate the effectiveness of products

## CATEGORY DATA

Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2018-2023

Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

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

Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

## BABY AND CHILD-SPECIFIC PRODUCTS IN DOMINICAN REPUBLIC

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Leading brand Johnson's Baby faces pressure from lower-priced brands

Certain baby and child-specific products are replaced by family formats

Parents show increasing awareness about sun protection use

## PROSPECTS AND OPPORTUNITIES

Demographic changes impact the category

Product differentiation to focus on enhanced benefits and features

Parents to shift towards more natural products

## CATEGORY DATA

Table 23 Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023

Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023

Table 26 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023

Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 28 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 29 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023

Table 30 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028

Table 31 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

Table 32 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

## BATH AND SHOWER IN DOMINICAN REPUBLIC

### KEY DATA FINDINGS

## 2023 DEVELOPMENTS

Bar soaps stand out for their affordability

The need to disinfect loses relevance among locals

Unilever Group strengthens its distribution following alliance with Cesar Iglesias SA

## PROSPECTS AND OPPORTUNITIES

Protex brand highlights natural properties

Intimate washes face the challenge of affordability

Younger generations look for faster and more practical hygiene solutions

## CATEGORY DATA

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 33 Sales of Bath and Shower by Category: Value 2018-2023  
Table 34 Sales of Bath and Shower by Category: % Value Growth 2018-2023  
Table 35 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023  
Table 36 NBO Company Shares of Bath and Shower: % Value 2019-2023  
Table 37 LBN Brand Shares of Bath and Shower: % Value 2020-2023  
Table 38 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023  
Table 39 Forecast Sales of Bath and Shower by Category: Value 2023-2028  
Table 40 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028  
Table 41 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028  
COLOUR COSMETICS IN DOMINICAN REPUBLIC

#### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Inflationary period drives demand for multifunctional colour cosmetics  
Direct selling companies lead colour cosmetics in challenging environment  
Color cosmetics brands offer consumers natural tones

#### PROSPECTS AND OPPORTUNITIES

Personalisation will continue to gain relevance in colour cosmetics  
The dividing line between skin care and colour cosmetics is increasingly blurring  
Eco-friendly cosmetics are expected to continue expanding

#### CATEGORY DATA

Table 42 Sales of Colour Cosmetics by Category: Value 2018-2023  
Table 43 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023  
Table 44 Sales of Colour Cosmetics by Premium vs Mass: % Value 2018-2023  
Table 45 NBO Company Shares of Colour Cosmetics: % Value 2019-2023  
Table 46 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023  
Table 47 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023  
Table 48 Forecast Sales of Colour Cosmetics by Category: Value 2023-2028  
Table 49 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028  
Table 50 Forecast Sales of Colour Cosmetics by Premium vs Mass: % Value 2023-2028

#### DEODORANTS IN DOMINICAN REPUBLIC

#### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Deodorants is resilient to inflationary conditions  
Global brands lead the deodorant category  
Antiperspirant features are in higher demand

#### PROSPECTS AND OPPORTUNITIES

Feminine deodorants offer products with dermatological benefits  
Direct sellers embrace omnichannel strategies  
Deodorants pose a potential threat to fragrances

#### CATEGORY DATA

Table 51 Sales of Deodorants by Category: Value 2018-2023  
Table 52 Sales of Deodorants by Category: % Value Growth 2018-2023  
Table 53 Sales of Deodorants by Premium vs Mass: % Value 2018-2023  
Table 54 NBO Company Shares of Deodorants: % Value 2019-2023  
Table 55 LBN Brand Shares of Deodorants: % Value 2020-2023  
Table 56 LBN Brand Shares of Premium Deodorants: % Value 2020-2023  
Table 57 Forecast Sales of Deodorants by Category: Value 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Table 58 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 59 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

## DEPILATORIES IN DOMINICAN REPUBLIC

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

The higher cost of living generates growing interest in low-priced brands

Gillette reaffirms its leadership position with segmentation strategy

Hair removal creams lean towards natural and gentle compounds

### PROSPECTS AND OPPORTUNITIES

Local beauty patterns to create stable demand for razors in the coming years

Younger generations may question the practicality of hair removal creams and bleaches

Permanent hair removal methods are falling in price

### CATEGORY DATA

Table 60 Sales of Depilatories by Category: Value 2018-2023

Table 61 Sales of Depilatories by Category: % Value Growth 2018-2023

Table 62 NBO Company Shares of Depilatories: % Value 2019-2023

Table 63 LBN Brand Shares of Depilatories: % Value 2020-2023

Table 64 Forecast Sales of Depilatories by Category: Value 2023-2028

Table 65 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

## FRAGRANCES IN DOMINICAN REPUBLIC

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Inflationary climate slows down the premiumisation trend

Direct selling channel remains relevant in fragrances despite growing challenges

Sales of informal fragrances impacts category performance

### PROSPECTS AND OPPORTUNITIES

Direct selling channel faces an uncertain future

Fragrances with vegan claims still emerging

Fragrances go further with 'extreme' personalisation through AI support

### CATEGORY DATA

Table 66 Sales of Fragrances by Category: Value 2018-2023

Table 67 Sales of Fragrances by Category: % Value Growth 2018-2023

Table 68 NBO Company Shares of Fragrances: % Value 2019-2023

Table 69 LBN Brand Shares of Fragrances: % Value 2020-2023

Table 70 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 71 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 72 Forecast Sales of Fragrances by Category: Value 2023-2028

Table 73 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

## HAIR CARE IN DOMINICAN REPUBLIC

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Shampoo brands attract consumers with new packaging options

Diversity and multiculturalism are reflected in hair care products

Local government supports the development of small hair care producers

### PROSPECTS AND OPPORTUNITIES

Premiumisation trend to drive demand for salon professional hair care products

Private label pressure with offers on super-size packaging

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Concept of sustainability now more present in the minds of Dominicans

#### CATEGORY DATA

Table 74 Sales of Hair Care by Category: Value 2018-2023

Table 75 Sales of Hair Care by Category: % Value Growth 2018-2023

Table 76 Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 77 NBO Company Shares of Hair Care: % Value 2019-2023

Table 78 LBN Brand Shares of Hair Care: % Value 2020-2023

Table 79 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 80 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 81 LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 82 Forecast Sales of Hair Care by Category: Value 2023-2028

Table 83 □Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 84 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

#### MEN'S GROOMING IN DOMINICAN REPUBLIC

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Men's razors and blades nears full pre-pandemic recovery in volume terms

Gillette reaffirms its leadership in men's grooming

Deodorants are used for dual purposes

##### PROSPECTS AND OPPORTUNITIES

Young Dominican men show a more natural approach to comprehensive body care

Male body hair removal sparks interest in a niche segment

Men's dermocosmetics are beginning to awaken interest

#### CATEGORY DATA

Table 85 Sales of Men's Grooming by Category: Value 2018-2023

Table 86 Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 87 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 88 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 89 NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 90 LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 91 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 92 Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 93 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

#### ORAL CARE IN DOMINICAN REPUBLIC

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Oral care shows moderate volume growth in inflationary climate

Colgate consolidates its leadership in oral care

Local government active in oral health promotion

##### PROSPECTS AND OPPORTUNITIES

Dominican oral care landscape is highly concentrated

For certain consumers, dental aesthetic appearance appears to be more important than oral health

Mouthwash use expands to new consumer segments

#### CATEGORY DATA

Table 94 Sales of Oral Care by Category: Value 2018-2023

Table 95 Sales of Oral Care by Category: % Value Growth 2018-2023

Table 96 Sales of Toothbrushes by Category: Value 2018-2023

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 97 Sales of Toothbrushes by Category: % Value Growth 2018-2023  
Table 98 Sales of Toothpaste by Type: % Value Breakdown 2019-2023  
Table 99 NBO Company Shares of Oral Care: % Value 2019-2023  
Table 100 LBN Brand Shares of Oral Care: % Value 2020-2023  
Table 101 Forecast Sales of Oral Care by Category: Value 2023-2028  
Table 102 Forecast Sales of Oral Care by Category: % Value Growth 2023-2028  
Table 103 □Forecast Sales of Toothbrushes by Category: Value 2023-2028  
Table 104 □Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

#### SKIN CARE IN DOMINICAN REPUBLIC

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Mass body care gains appeal as a multifunctional alternative  
Direct selling companies hold a prominent place in skin care  
Dermocosmetics evolve in skin care

##### PROSPECTS AND OPPORTUNITIES

Skin care is a growing ritual in the search for wellbeing  
Use of skin care products begins at a younger age  
Facial care shows higher levels of innovation

##### CATEGORY DATA

Table 105 Sales of Skin Care by Category: Value 2018-2023  
Table 106 Sales of Skin Care by Category: % Value Growth 2018-2023  
Table 107 NBO Company Shares of Skin Care: % Value 2019-2023  
Table 108 LBN Brand Shares of Skin Care: % Value 2020-2023  
Table 109 LBN Brand Shares of Premium Skin Care: % Value 2020-2023  
Table 110 Forecast Sales of Skin Care by Category: Value 2023-2028  
Table 111 Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

#### SUN CARE IN DOMINICAN REPUBLIC

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Growing demand for sun protection despite rising cost of living  
Environmental and geographical conditions drive need for sun protection  
Growing portfolio of products for specific usage occasions

##### PROSPECTS AND OPPORTUNITIES

Health prevention points to sustained growth of the category  
Beiersdorf AG adapts to needs of different audiences  
Sun care industry reacts to potential environmental damage

##### CATEGORY DATA

Table 112 Sales of Sun Care by Category: Value 2018-2023  
Table 113 Sales of Sun Care by Category: % Value Growth 2018-2023  
Table 114 Sales of Sun Care by Premium vs Mass: % Value 2018-2023  
Table 115 NBO Company Shares of Sun Care: % Value 2019-2023  
Table 116 LBN Brand Shares of Sun Care: % Value 2020-2023  
Table 117 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023  
Table 118 Forecast Sales of Sun Care by Category: Value 2023-2028  
Table 119 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Beauty and Personal Care in Dominican Republic

Market Direction | 2024-04-22 | 101 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-07"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com