

## **Mass Beauty and Personal Care in Ecuador**

Market Direction | 2024-04-29 | 24 pages | Euromonitor

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### **Report description:**

Direct selling remained one of the most important and influential distribution channels within mass beauty and personal care during 2023. Between Yanbal, Belcorp and Natura & Co, more than 28% of value sales in this category are accounted for by direct selling companies. Direct selling players were among the companies most affected by the COVID-19 pandemic and therefore they have also been the ones that have taken the longest to recover. Nonetheless, during 2023, the leading direct sellers of ma...

Euromonitor International's Mass Beauty and Personal Care in Ecuador 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: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass 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 Mass 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.

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Yanbal's robust approach to expansion pushes the recovery of direct selling

Hard discounters, private label attract the attention of consumers with tight budgets

Dermocosmetics and dermocosmetic lookalikes outperform mass brands

#### PROSPECTS AND OPPORTUNITIES

Mass brands set to include more premium ingredients to appeal to consumers

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Non-compliant counterfeit products pose challenges for the entire industry

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