

# Skin Care in Uruguay

April 2024

Table of Contents

## Skin Care in Uruguay - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Positive volume and value growth supported by rising demand for premium brands  
Skin care products with a dermocosmetic positioning continue to gain ground  
L'Oréal further extends its lead in skin care as it capitalises on the dermocosmetics trend

#### PROSPECTS AND OPPORTUNITIES

The importance of pharmacies for sales of skin care set to continue increasing  
Brands will have to work harder to attract the attention of increasingly sophisticated consumers  
E-Commerce and the omnichannel approach set to offer distinct advantages

#### 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 Premium Skin Care: % Value 2020-2023
- Table 6 - Forecast Sales of Skin Care by Category: Value 2023-2028
- Table 7 - Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

## Beauty and Personal Care in Uruguay - 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 8 - Sales of Beauty and Personal Care by Category: Value 2018-2023
- Table 9 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 10 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 11 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 12 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 13 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
- Table 14 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 15 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 16 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 17 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

### APPENDIX

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#### SOURCES

Summary 1 - Research Sources

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