

Depilatories in Costa Rica

April 2024

Table of Contents

Depilatories in Costa Rica - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand rebounds as inflation falls and consumers resume pre-pandemic routines

Consumers continue to show little interest in women's pre-shave products

More sophisticated varieties gain ground in women's razors and blades

PROSPECTS AND OPPORTUNITIES

Convenience factor will mitigate threat from professional hair removal services

Women's pre-shave should benefit from growing availability of added-value products

Demand for hair removers/bleaches set to remain relatively low

CATEGORY DATA

Table 1 - Sales of Depilatories by Category: Value 2018-2023

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

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

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

Table 5 - Forecast Sales of Depilatories by Category: Value 2023-2028

Table 6 - Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

Beauty and Personal Care in Costa Rica - 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 7 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 12 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 13 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 14 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 15 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 16 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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