



# Mass Beauty and Personal Care in Uruguay

April 2024

Table of Contents

## Mass Beauty and Personal Care in Uruguay - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Volume sales contract across key mass beauty and personal care categories  
Huge growth in sales of mass brands with dermo positioning in skin care and sun care  
Solid volume growth for mass colour cosmetics as pre-pandemic lifestyles return

#### PROSPECTS AND OPPORTUNITIES

Opportunities for mass dermocosmetic brands to grow after years of robust growth  
The distribution of mass brands to focus on beauty specialists and omnichannel retailing  
Pharmacies set to remain the most important distribution channel for mass brands

#### CATEGORY DATA

Table 1 - Sales of Mass Beauty and Personal Care by Category: Value 2018-2023  
Table 2 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 3 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023  
Table 4 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023  
Table 5 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028  
Table 6 - Forecast Sales of Mass Beauty and Personal 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 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

### APPENDIX

#### DISCLAIMER

#### SOURCES

Summary 1 - Research Sources

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