



Euromonitor
International

Sun Care in Chile

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

INDUSTRY PERFORMANCE

Mass Segment Drives Steady Growth Amid Market Maturity

Adult Sun Care Leads with Dynamic Growth and Premium Appeal

Nivea Sun Invisible Daily Fluid Spf 50 Sets Daily Protection Standard

Chart 1 - Nivea Sun Invisible Daily Fluid SPF 50 Becomes Top Choice for Everyday Sun Protection

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Daily Sun Protection and Multifunctional Innovation Anticipated to Drive Growth

Adult Sun Care Set to Maintain Dominance While Baby and Child-Specific Sun Care Grows Steadily

Integration of Sun Care into Skin Care Routines Expected to Reshape Consumer Behaviour

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal and Beiersdorf Steer Competitive Dynamics with Shifting Shares

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Pharmacies and Grocery Retailers Maintain Dominance, Driven by Wide Product Ranges and Accessible Pricing

Experiential Retail and Trusted Pharmacy Chains Reshape Consumer Engagement

Mercado Libre and Pharmacy Digital Platforms Drive E-Commerce Surge

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Sun Care

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Sun Care

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Chile - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Steady Growth Driven by Digital Engagement Boosts Sales

Chart 18 - Preunio Leverages Influencers to Boost Beauty Engagement

Fragrances Leads Value Sales, While Colour Cosmetics Capture Dynamic Growth through the Rise of K-Beauty

Chart 19 - K-Beauty Expands in Chile with Official Brand Launches and Viral Products

Consumer Preferences Shift Towards Lifestyle-Driven Beauty, Driven by Skinification Trend

Chart 20 - Hello Kitty x Petrizio Collaboration Brings Iconic Character to Cosmetics

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Drive Steady Growth through Premiumisation and Digital Innovation

Fragrances Set to Remain Largest and Most Dynamic, Driven by Premiumisation across Price Segments

Skinification Anticipated to Reshape Product Innovation

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal Chile Sa and Unilever Chile Hpc Ltda Drive Concentrated Growth through Innovation and Portfolio Strength

Multifunctional Innovation and Digital Promotions Accelerate Competitive Differentiation and Growth

Chart 26 - Analyst Insight for Beauty and Personal Care

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Retail Offline Remains Dominant, Driven by Pharmacies and Beauty Specialists

Experiential and Omnichannel Retail Enhance Consumer Engagement and Loyalty

Retail E-Commerce Drives Premium and Fragrance Sales with Social Commerce and Promotions

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Beauty and Personal Care

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Beauty and Personal Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sun-care-in-chile/report.