



Fragrances in Costa Rica

June 2026

Table of Contents

Fragrances in Costa Rica - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

INDUSTRY PERFORMANCE

Retail Sales Growth Remains Steady as Consumers Prioritise Value

Mass Fragrances Lead Growth While Premium Maintains Value Dominance

Chart 1 - All of Me Fragrance Line by Narciso Rodriguez

Sustainability and Multifunctionality Shape Product Development

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Digital Discovery and Shifting Preferences Set to Drive Fragrance Demand

Mass Fragrances Expected to Dominate While Premium Fragrances Capture Fastest Growth

Digital Innovation and Sustainability to Reshape Retail Strategies and Product Development

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Corporación Belcorp Strengthens Leadership through Direct Selling and Brand Appeal

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Direct Selling Maintains Dominance Amid Evolving Consumer Price Sensitivity

E-Commerce Shows Rapid Expansion in 2025

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Fragrances

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Fragrances

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 Costa Rica - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Price Sensitivity Supports Expansion, with Demand Shifting Towards Multifunctional Value

Baby and Child-Specific Products Drive Growth Fuelled by Wellness Positioning

Sustainability and Longevity Trends Capture Premium Consumer Attention

Chart 18 - L'oréal Paris Glycolic Bright Skin Care Line

Chart 19 - Value Sales 2020-2030

Chart 20 - Volume Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Set to Drive Growth through Demand for Multifunctional and Clean Products

Digital Engagement Expected to Strengthen Demand for Transparency and Innovation

Innovation and Sustainability to Support Competitive Positioning

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Dominance Amid Evolving Consumer Preferences and Challenges

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Supermarkets Lead Sales While Retail E-Commerce Captures Price-Sensitive Consumers

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Beauty and Personal Care

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Beauty and Personal Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - 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/fragrances-in-costa-rica/report.