



Euromonitor
International

Skin Care in Argentina

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Skin Care

INDUSTRY PERFORMANCE

Social Media Partnerships Sustain Brands through Headwinds

Chart 2 - Brands Leverage Influencers to Reach Gen Z

Facial Care Dominates by Consumer Demand for Multifunctional Products

Korean Beauty Drives Skin Care Innovation and Adoption

Chart 3 - K-Beauty Booms with New Brands

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Set to Adopt Value-Driven Skin Care Amid Gradual Recovery

Facial Care Expected to Lead While Hand Care Posts Rapid Expansion

K-Beauty Expansion and Influencer Marketing Reshape Retail Dynamics

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Position through Integration and Marketing

Emerging K-Beauty Imports and Brand Strategies Create Growth Opportunities

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Amid Supermarket Challenges

E-Commerce Grows Steadily Amid Shifting Consumer Priorities and Brand Investments

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Skin Care

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Skin Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Argentina - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Price Sensitivity and Innovation Define the Recovery Phase

Chart 20 - Clean Formulas Shape Product Launches

Multifunctional Products Gain Momentum

Chart 21 - Rising Demand for Multifunctional Products

Sustainability Drives Beauty Innovation

Chart 22 - Eco-Friendly Innovation Gains Momentum

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Cautiously Return to Beauty Purchases Amid Economic Recovery

Fragrances Expected to Dominate through 2030

Asian and Arabic Brand Trends Set to Reshape Retail Channels and Consumer Engagement

Chart 26 - Analyst Insight for Beauty and Personal Care

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Natura Argentina and Unilever Solidify Leadership Amid Shifting Competitive Dynamics

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Distribution While E-Commerce Gains Momentum

Mergers and Evolving Retail Formats Reshape Distribution Dynamics

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Beauty and Personal Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Beauty and Personal Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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/skin-care-in-argentina/report.