



Euromonitor  
International

# Beauty and Personal Care in El Salvador

September 2026

Table of Contents

## EXECUTIVE SUMMARY

2025 Developments

## KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Beauty and Personal Care

## INDUSTRY PERFORMANCE

Steady Growth Driven by Evolving Consumer Wellness Priorities Amid Economic Caution

Hair Care Leads Retail Value as Consumers Seek Efficacy and Preventive Benefits

Younger Consumers Embrace K-Beauty through Digital Engagement

Chart 2 - Gen Z and Millennials Drive K-Beauty

Consumers Embrace Multifunctional Products for Holistic Well-Being

Chart 3 - Vichy Offers Long-Term Wellness

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

## WHAT'S NEXT?

Consumers to Balance Affordability and Efficacy in Evolving Care Routines

Hair Care to Lead Value Sales While Sun Care Drives Growth

Chart 7 - Analyst Insight for Beauty and Personal Care

Younger Consumers to Drive Innovation Towards Multifunctional, Active-Rich Products

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Global and Regional Players Consolidate Leadership Amid Rising Fragmentation

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

## CHANNELS

Supermarkets Strengthen Lead Amid Evolving Retail Dynamics

Direct Selling Offers Income Opportunities

Chart 12 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 13 - Economic Context for Beauty and Personal Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 16 - Consumer Context for Beauty and Personal Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

## 2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

## INDUSTRY PERFORMANCE

Regional Growth Supports Steady Expansion of Baby and Child-Specific Products

Baby Wipes Lead with Strong Volume and Value Growth

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

## WHAT'S NEXT?

Parents to Drive Steady Value Growth Supported by Rising Purchasing Power

Increasing Sun Care Awareness to Propel Fastest Growth

Shifting Consumer Priorities to Encourage Innovation and Competition in Child Care

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Established Manufacturers Consolidate Lead While Challengers Adjust Shares

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

## CHANNELS

Supermarkets Lead Offline Sales as Direct Selling Declines

Chart 27 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 28 - Economic Context for Baby and Child-Specific Products

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 31 - Consumer Context for Baby and Child-Specific Products

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Bath and Shower in El Salvador](#)

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

Bath and Shower Summary

## INDUSTRY PERFORMANCE

Steady Retail Value Growth Amid Affordability-Driven Consumer Behaviour

Bar Soap Leads Sales as Intimate Hygiene Appeals to Youth

Venza and Equate Leverage Skin Care Benefits to Expand Reach

Chart 35 - Venza Offers Value Formats

Chart 36 - Value Sales 2020-2030

Chart 37 - Volume Sales 2020-2030

Chart 38 - Value Sales by Category 2025

## WHAT'S NEXT?

Consumers to Seek Enhanced Cleansing Benefits Amid Steady Growth  
Bar Soap to Maintain Sales Lead as Liquid Soaps and Intimate Hygiene Expand  
Chart 39 - Forecast Value Sales 2020-2030  
Chart 40 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Colgate-Palmolive and Unilever Reinforce Lead through Strategic Portfolio Alignment  
Chart 41 - Company Shares 2025  
Chart 42 - Brand Shares 2025

## CHANNELS

Supermarkets Consolidate Lead Driven by Safety and Assortment  
Discounters Gain Traction by Addressing Price-Sensitive Consumers' Needs  
Chart 43 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 44 - Economic Context for Bath and Shower  
Chart 45 - Real Gdp Growth 2020-2030  
Chart 46 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 47 - Consumer Context for Bath and Shower  
Chart 48 - Population 2020-2030  
Chart 49 - Consumer Expenditure 2020-2030  
Chart 50 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Colour Cosmetics in El Salvador](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Colour Cosmetics Summary

## INDUSTRY PERFORMANCE

Consumers Increase Spending as Economic Growth Supports Demand  
Individual Products Dominate Retail Sales with Steady Expansion in Sets  
Chart 51 - Value Sales 2020-2030  
Chart 52 - Volume Sales 2020-2030  
Chart 53 - Value Sales by Category 2025

## WHAT'S NEXT?

Brands to Capitalise on Rising Consumer Expenditure to Boost Category Growth  
Colour Cosmetics Sets/Kits Set to Emerge as Growth Driver  
Chart 54 - Forecast Value Sales 2020-2030  
Chart 55 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Companies Reshape Concentration through Shifting Market Shares  
Chart 56 - Company Shares 2025  
Chart 57 - Brand Shares 2025

## CHANNELS

Direct Selling Leads Distribution as Grocery Retailers Gain Momentum  
Non-Grocery Retailers Growth Signal Evolving Retail Dynamics  
Chart 58 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 59 - Economic Context for Colour Cosmetics  
Chart 60 - Real Gdp Growth 2020-2030  
Chart 61 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 62 - Consumer Context for Colour Cosmetics  
Chart 63 - Population 2020-2030  
Chart 64 - Consumer Expenditure 2020-2030  
Chart 65 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Deodorants in El Salvador](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Deodorants Summary

## INDUSTRY PERFORMANCE

Steady Growth Reflects Expanding Consumer Demand in Latin America  
Deodorant Sprays Lead Growth Due to Consumer Preference for Convenience  
Chart 66 - Value Sales 2020-2030  
Chart 67 - Volume Sales 2020-2030  
Chart 68 - Value Sales by Category 2025

## WHAT'S NEXT?

Rising Incomes and Steady Population Growth to Drive Expansion  
Deodorant Sticks to Emerge as Largest Format  
Deodorant Sprays to Accelerate Growth Driven by Convenience and Premium Appeal  
Chart 69 - Forecast Value Sales 2020-2030  
Chart 70 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Unilever Strengthens Leading Position While Avon's Share Declines  
Chart 71 - Company Shares 2025  
Chart 72 - Brand Shares 2025

## CHANNELS

Grocery Retailers Dominate Sales Driven by Supermarkets and Discounters  
Chart 73 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 74 - Economic Context for Deodorants  
Chart 75 - Real Gdp Growth 2020-2030  
Chart 76 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 77 - Consumer Context for Deodorants  
Chart 78 - Population 2020-2030

Chart 79 - Consumer Expenditure 2020-2030

Chart 80 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Depilatories in El Salvador](#)

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Depilatories Summary

### INDUSTRY PERFORMANCE

Steady Growth Driven by Rising Consumer Expenditure and Population

Women'S Razors and Blades Dominate Retail Sales

Chart 81 - Value Sales 2020-2030

Chart 82 - Volume Sales 2020-2030

Chart 83 - Value Sales by Category 2025

### WHAT'S NEXT?

Steady Growth in Depilatories, Driven by Expanding Consumer Base and Spending Power

Women'S Razors and Blades to Lead Sales as Hair Removers/Bleaches Gain Momentum

Chart 84 - Forecast Value Sales 2020-2030

Chart 85 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Incremental Shifts in Shares Present Growth Opportunities Amid Stable Leadership

Chart 86 - Company Shares 2025

Chart 87 - Brand Shares 2025

### CHANNELS

Supermarkets and Discounters Drive Growth

Chart 88 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 89 - Economic Context for Depilatories

Chart 90 - Real Gdp Growth 2020-2030

Chart 91 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 92 - Consumer Context for Depilatories

Chart 93 - Population 2020-2030

Chart 94 - Consumer Expenditure 2020-2030

Chart 95 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Fragrances in El Salvador](#)

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Fragrances Summary

### INDUSTRY PERFORMANCE

El Salvador Experiences Strong Growth in Fragrances Amid Rising Consumer Expenditure

Mass Fragrances Lead Sales Driven by Wide Accessibility

Premium Fragrances Grow Steadily as Consumers Upgrade Preferences

Chart 96 - Value Sales 2020-2030

Chart 97 - Volume Sales 2020-2030

Chart 98 - Value Sales by Category 2025

## WHAT'S NEXT?

Rising Consumer Expenditure to Fuel Steady Growth

Mass Fragrances to Maintain Leadership While Premium Fragrances Accelerate Growth

Chart 99 - Forecast Value Sales 2020-2030

Chart 100 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Position as Shifts Reshape Competition

Chart 101 - Company Shares 2025

Chart 102 - Brand Shares 2025

## CHANNELS

Direct Selling Leads as Supermarkets and Discounters Gain Momentum

Chart 103 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 104 - Economic Context for Fragrances

Chart 105 - Real Gdp Growth 2020-2030

Chart 106 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 107 - Consumer Context for Fragrances

Chart 108 - Population 2020-2030

Chart 109 - Consumer Expenditure 2020-2030

Chart 110 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Hair Care in El Salvador](#)

## KEY DATA INSIGHTS

## 2025 DEVELOPMENTS

Hair Care Summary

## INDUSTRY PERFORMANCE

Steady Growth Driven by Evolving Consumer Preferences and Economic Conditions

Salon and Professional Hair Care Gains Momentum

Brands Leverage Skin Care Ingredients and Clean Formulations

Chart 111 - Value Sales 2020-2030

Chart 112 - Volume Sales 2020-2030

Chart 113 - Value Sales by Category 2025

Chart 114 - Consumers Shift Towards Nourishing Hair Care

## WHAT'S NEXT?

Consumers to Adopt Affordable, Efficacious Formats Amid Economic Pressures

Shampoos to Lead Sales While Salon Professional Hair Care Accelerates Growth

Brands to Leverage Clean Beauty to Meet Evolving Consumer Demands

Chart 115 - Forecast Value Sales 2020-2030

Chart 116 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Positions Amid Stable Market Shares

Chart 117 - Company Shares 2025

Chart 118 - Brand Shares 2025

## CHANNELS

Supermarkets Lead Distribution as Discounters Expand Reach among Price-Sensitive Consumers

Chart 119 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 120 - Economic Context for Hair Care

Chart 121 - Real Gdp Growth 2020-2030

Chart 122 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 123 - Consumer Context for Hair Care

Chart 124 - Population 2020-2030

Chart 125 - Consumer Expenditure 2020-2030

Chart 126 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Men's Grooming in El Salvador](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Men's Grooming Summary

## INDUSTRY PERFORMANCE

El Salvador Experiences Steady Growth Amid Regional Economic Stability

Men'S Fragrances Lead Sales as Men'S Toiletries Show Growth

Chart 127 - Value Sales 2020-2030

Chart 128 - Volume Sales 2020-2030

Chart 129 - Value Sales by Category 2025

## WHAT'S NEXT?

Consumers to Drive Steady Growth through Expanding Expenditure and Population

Men'S Fragrances to Remain Largest and Fastest Growing Amid Premiumisation

Chart 130 - Forecast Value Sales 2020-2030

Chart 131 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Lead and Drive Market Concentration

Chart 132 - Company Shares 2025

Chart 133 - Brand Shares 2025

## CHANNELS

Supermarkets and Discounters Expand as Direct Selling Declines

Chart 134 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 135 - Economic Context for Men's Grooming



Chart 136 - Real Gdp Growth 2020-2030

Chart 137 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 138 - Consumer Context for Men's Grooming

Chart 139 - Population 2020-2030

Chart 140 - Consumer Expenditure 2020-2030

Chart 141 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Oral Care in El Salvador](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Oral Care Summary

## INDUSTRY PERFORMANCE

Consumers in El Salvador Increase Spending Amid Economic Growth

Toothpaste Leads Sales Driven by Essential Daily Use

Chart 142 - Value Sales 2020-2030

Chart 143 - Volume Sales 2020-2030

Chart 144 - Value Sales by Category 2025

## WHAT'S NEXT?

Consumers to Drive Steady Growth Amid Rising Economic Stability

Toothpaste to Maintain Leadership as Dental Floss Accelerates Growth

Rising Oral Health Awareness to Foster Product Diversification and Opportunity

Chart 145 - Forecast Value Sales 2020-2030

Chart 146 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Colgate-Palmolive Strengthens Dominance Despite Concentrated Market

Chart 147 - Company Shares 2025

Chart 148 - Brand Shares 2025

## CHANNELS

Supermarkets Lead While Discounters Show Fastest Growth

Value-Driven Shopping and Traditional Retail Shape Oral Care

Chart 149 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 150 - Economic Context for Oral Care

Chart 151 - Real Gdp Growth 2020-2030

Chart 152 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 153 - Consumer Context for Oral Care

Chart 154 - Population 2020-2030

Chart 155 - Consumer Expenditure 2020-2030

Chart 156 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

## Skin Care in El Salvador

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Skin Care Summary

### INDUSTRY PERFORMANCE

Steady Growth Driven by Preventive Habits and Demographic Stability

Body Care Leads Volume Sales as Facial Care Captures Rapid Consumer Interest

Younger Consumers Embrace Multifunctional and K-Beauty Products

Chart 157 - Byphasse Highlights Multifunctional Facial Care

Chart 158 - Value Sales 2020-2030

Chart 159 - Volume Sales 2020-2030

Chart 160 - Value Sales by Category 2025

### WHAT'S NEXT?

Younger Consumers to Drive Personalised Routines

Body Care to Maintain Volume Lead as Facial Care Accelerates in Value

Digital Engagement to Reshape Consumer Behaviour and Innovation

Chart 161 - Forecast Value Sales 2020-2030

Chart 162 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Leading Manufacturers Adapt Strategies to Navigate Growing Competition and Shifting Shares

Chart 163 - Company Shares 2025

Chart 164 - Brand Shares 2025

### CHANNELS

Direct Selling Leads Distribution Despite Rising Competition From Physical Retailers

Grocery and Specialised Retailers Grow Share through Omnichannel Expansion

Chart 165 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 166 - Economic Context for Skin Care

Chart 167 - Real Gdp Growth 2020-2030

Chart 168 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 169 - Consumer Context for Skin Care

Chart 170 - Population 2020-2030

Chart 171 - Consumer Expenditure 2020-2030

Chart 172 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

## Sun Care in El Salvador

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Sun Care Summary

### INDUSTRY PERFORMANCE

Steady Economic Growth Supports Sun Care Expansion

Adult Sun Care Drives Value with Steady Growth

Chart 173 - Value Sales 2020-2030

Chart 174 - Volume Sales 2020-2030

Chart 175 - Value Sales by Category 2025

## WHAT'S NEXT?

El Salvador Consumers to Drive Steady Sun Care Growth

Adult Sun Care Set to Remain Dominant

Chart 176 - Forecast Value Sales 2020-2030

Chart 177 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Market Hold through Sustained Growth

Chart 178 - Company Shares 2025

Chart 179 - Brand Shares 2025

## CHANNELS

Grocery Retailers Lead with Strong Value Growth through Diversified Formats

Direct Selling and Health Specialists Adapt to Consumer Preferences

Chart 180 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 181 - Economic Context for Sun Care

Chart 182 - Real Gdp Growth 2020-2030

Chart 183 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 184 - Consumer Context for Sun Care

Chart 185 - Population 2020-2030

Chart 186 - Consumer Expenditure 2020-2030

Chart 187 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Premium Beauty and Personal Care in El Salvador](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

## INDUSTRY PERFORMANCE

Rising Consumer Affluence Drives Steady Growth

Premium Skin Care Leads Value Growth Amid Demand for Efficacious Solutions

Clinique'S Science-Backed Formula Exemplifies Longevity

Chart 188 - Premium Brands Elevate Differentiation

Chart 189 - Value Sales 2020-2030

Chart 190 - Value Sales by Category 2025

## WHAT'S NEXT?

High-Income Consumers to Drive Premium Product Demand with Efficacy

Premium Fragrances to Lead Sales as Colour Cosmetics Surge

Chart 191 - Forecast Value Sales 2020-2030

Chart 192 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Grupo Alsicorp and L'Oréal Reinforce Leads through Efficacy

Chart 193 - Company Shares 2025

Chart 194 - Brand Shares 2025

## ECONOMIC CONTEXT

Chart 195 - Economic Context for Premium Beauty and Personal Care

Chart 196 - Real Gdp Growth 2020-2030

Chart 197 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 198 - Consumer Context for Premium Beauty and Personal Care

Chart 199 - Population 2020-2030

Chart 200 - Consumer Expenditure 2020-2030

Chart 201 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

[Mass Beauty and Personal Care in El Salvador](#)

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

## INDUSTRY PERFORMANCE

Adoption of Comprehensive and Preventive Health Routine Expands Access with Affordable Offerings

Botanical and Vitamin-Enriched Hair Care Maintains Lead as Shoppers Seek More

Savilé Appeals to Health-Focused Shoppers with Multivitamin "Mega-Jar" Launches

Chart 202 - Value Sales 2020-2030

Chart 203 - Value Sales by Category 2025

Chart 204 - Affordable Personal-Care Products Evolve with More Skin-Friendly, Active-Rich Formulations

## WHAT'S NEXT?

Younger Shoppers Drive Demand for Advanced yet Affordable Actives

Mass Hair Care Maintains Its Lead as Multipack Innovation Slows

Social Media and Ingredient Trends Shift Business Strategies

Chart 205 - Forecast Value Sales 2020-2030

Chart 206 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Unilever Leverages Advanced Ingredients to Reinforce Its Lead

Chart 207 - Company Shares 2025

Chart 208 - Brand Shares 2025

## ECONOMIC CONTEXT

Chart 209 - Economic Context for Mass Beauty and Personal Care

Chart 210 - Real Gdp Growth 2020-2030

Chart 211 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 212 - Consumer Context for Mass Beauty and Personal Care

Chart 213 - Population 2020-2030

Chart 214 - Consumer Expenditure 2020-2030

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/beauty-and-personal-care-in-el-salvador/report](http://www.euromonitor.com/beauty-and-personal-care-in-el-salvador/report).