



Euromonitor
International

Beauty and Personal Care in Latin America

July 2024

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Positive growth expected for Latin American beauty and personal care in the coming years

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Sustainability increasingly important for consumers in Brazil

Some Argentinian consumers stocking up on products before prices rise again

Grocery retailers, health and beauty specialists and direct selling dominate sales

Retail e-commerce continues growing but still remains a relatively small sales channel

Sephora looking to reach 100 stores across Mexico by 2030

LEADING COMPANIES AND BRANDS

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Natura&Co continues to lead beauty and personal care in Latin America

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