



Hair Care in Panama

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

INDUSTRY PERFORMANCE

Panamanian Consumers Drive Steady Growth Amid Stable Economic Conditions
Shampoos Lead Growth While Salon Professional Hair Care Gains Momentum in Panama
Rising Demand for Professional Products Fuels Premium Growth Trajectory
Chart 1 - Value Sales 2020-2030
Chart 2 - Volume Sales 2020-2030
Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Population Growth and Rising Expenditure Support Value Expansion
Shampoos Lead Market as Salon Professional Hair Care Accelerates Growth in Panama
Rising Premiumisation Drives Specialised Product Demand and Business Growth
Chart 4 - Forecast Value Sales 2020-2030
Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Positions Amid Fluctuating Shares
Strategic Brand Dominance Offers Growth Opportunities for Challengers
Chart 6 - Company Shares 2025
Chart 7 - Brand Shares 2025

CHANNELS

Supermarkets Lead Distribution While E-Commerce Gains Ground in Panama
Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Hair Care
Chart 10 - Real Gdp Growth 2020-2030
Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Hair Care
Chart 13 - Population 2020-2030
Chart 14 - Consumer Expenditure 2020-2030
Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Panama - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Steady Growth Amid Social Media Influence and Price Sensitivity Shapes Demand

Mass Beauty and Personal Care Leads Value Sales While Sun Care Accelerates Fast

Longevity Trend Drives Premium Innovation with Science-Backed Efficacy

Chart 17 - Born – Peptide Power Special Set by K-Beauty Latam

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Consumer Spending and Population Growth Fuel Steady Category Expansion

Chart 21 - Analyst Insight for Beauty and Personal Care

Mass Beauty and Personal Care Leads Value While Sun Care Attract Fastest Growth

Multifunctional Innovation and Wellness Trends Reshape Consumer Choices and Industry Strategy

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Navigate Challenges to Maintain Their Shares

Innovation and Strategic Promotions Drive Evolving Competitive Dynamics

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead as E-Commerce Grows among Younger Consumers

Omnichannel Strategies and Digital Engagement Transform Beauty Retail in Panama

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/hair-care-in-panama/report.