



Euromonitor  
International

# Sun Care in Panama

June 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Sun Care Summary

### INDUSTRY PERFORMANCE

Panamanian Consumers Drive Steady Sun Care Growth Amid Rising Purchasing Power

Adult Sun Care Leads Sales as Demand for Child-Specific Products Accelerates

Increasing Consumer Awareness Boosts Specialised Sun Care Adoption with Premiumisation

Chart 1 - Value Sales 2020-2030

Chart 2 - Volume Sales 2020-2030

Chart 3 - Value Sales by Category 2025

### WHAT'S NEXT?

Panamanian Consumers Propel Steady Growth with Rising Purchasing Power

Consumer Awareness Fuels Growth in Panama'S Sun Care Sector

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Leading Manufacturers Maintain Strong Presence Amid Slight Share Fluctuations

Market Dynamics Offer Scope for Innovation and Strategic Growth Initiatives

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

### CHANNELS

Grocery Retailers Lead Sun Care Distribution with Supermarkets at the Front

Retail E-Commerce Emerges as Growing Channel Amid Evolving Consumer Habits

Chart 8 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 9 - Economic Context for Sun Care

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 12 - Consumer Context for Sun 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/sun-care-in-panama/report](http://www.euromonitor.com/sun-care-in-panama/report).