



Euromonitor
International

Baby and Child-Specific Products in Paraguay

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

Paraguayan Consumers Drive Robust Growth Amid Rising Expenditure

Hair Care Leads Value Sales as Sun Care Exhibits Rapid Expansion

Chart 1 - Value Sales 2020-2030

Chart 2 - Volume Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Steady Consumer Expenditure Growth Supports Expanding Market

Baby Wipes Set to Perform Well, While Sun Care to Also Accelerate

Rising Health Consciousness Reshapes Product Demand and Market Opportunities

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Johnson & Johnson Maintains Its Dominant Position

Stable Leadership Creates Growth Opportunities for Manufacturers

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Grocery Retailers Dominate as Convenience Stores Gain Traction

Retailers Adapt to Health-Conscious Consumers

Retail E-Commerce Expands Rapidly with Growing Consumer Adoption

Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Baby and Child-Specific Products

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Baby and Child-Specific Products

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 Paraguay - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Cross-Border Shopping Drives Premium Growth Amid Local Sales Recovery

Chart 16 - Efficacy and Innovation Are Key Market Drivers

Fragrances and Men's Grooming Expand through Asian Influence and Climate Adaptation

Chart 17 - Asian Influence Is Gaining Popularity

Reduction in Smuggling Elevates Local Sales and Warehouse Club Prominence

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Paraguayan Consumers Shift to Formal Retail, Boosting Local Sales Growth

Fragrances to Lead Value Sales, While Men's Grooming Set to Expand Rapidly

Technology Expected to Reshape Consumer Engagement

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Players Maintain Their Leadership through Focused Strategies

Innovation and Emerging Arabic Fragrances Drive Growth and Open New Market Opportunities

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Small Local Grocers and Pharmacies Maintain Dominance Amid Shifting Consumer Behaviour

Warehouse Clubs Surge as a Decline in Smuggling Reshapes Retail Landscape

Retail E-Commerce Remains Niche yet Poised for Growth

Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Beauty and Personal Care

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Beauty and Personal Care

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - 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/baby-and-child-specific-products-in-paraguay/report.