

# Beauty and Personal Care in Panama

April 2024

**Table of Contents** 

# Beauty and Personal Care in Panama

## **EXECUTIVE SUMMARY**

Beauty and personal care in 2023: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

What next for beauty and personal care?

## MARKET DATA

- Table 1 Sales of Beauty and Personal Care by Category: Value 2018-2023
- Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 6 NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023
- Table 7 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023
- Table 8 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 9 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 10 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 11 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

## **DISCLAIMER**

# BABY AND CHILD-SPECIFIC PRODUCTS

2023 Developments

**Prospects and Opportunities** 

Category Data

- Table 12 Sales of Baby and Child-specific Products by Category: Value 2018-2023
- Table 13 Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023
- Table 14 NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023
- Table 15 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023
- Table 16 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023
- Table 17 Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028
- Table 18 Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028

# BATH AND SHOWER

2023 Developments

Prospects and Opportunities

Category Data

- Table 19 Sales of Bath and Shower by Category: Value 2018-2023
- Table 20 Sales of Bath and Shower by Category: % Value Growth 2018-2023
- Table 21 NBO Company Shares of Bath and Shower: % Value 2019-2023
- Table 22 LBN Brand Shares of Bath and Shower: % Value 2020-2023
- Table 23 Forecast Sales of Bath and Shower by Category: Value 2023-2028
- Table 24 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

# DEODORANTS

2023 Developments

Prospects and Opportunities

Category Data

- Table 25 Sales of Deodorants by Category: Value 2018-2023
- Table 26 Sales of Deodorants by Category: % Value Growth 2018-2023
- Table 27 NBO Company Shares of Deodorants: % Value 2019-2023

- Table 28 LBN Brand Shares of Deodorants: % Value 2020-2023
- Table 29 Forecast Sales of Deodorants by Category: Value 2023-2028
- Table 30 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

# HAIR CARE

2023 Developments

**Prospects and Opportunities** 

Category Data

- Table 31 Sales of Hair Care by Category: Value 2018-2023
- Table 32 Sales of Hair Care by Category: % Value Growth 2018-2023
- Table 33 NBO Company Shares of Hair Care: % Value 2019-2023
- Table 34 LBN Brand Shares of Hair Care: % Value 2020-2023
- Table 35 LBN Brand Shares of Premium Hair Care: % Value 2020-2023
- Table 36 Forecast Sales of Hair Care by Category: Value 2023-2028
- Table 37 Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

#### **DEPILATORIES**

2023 Developments

**Prospects and Opportunities** 

Category Data

- Table 38 Sales of Depilatories by Category: Value 2018-2023
- Table 39 Sales of Depilatories by Category: % Value Growth 2018-2023
- Table 40 NBO Company Shares of Depilatories: % Value 2019-2023
- Table 41 LBN Brand Shares of Depilatories: % Value 2020-2023
- Table 42 Forecast Sales of Depilatories by Category: Value 2023-2028
- Table 43 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

# ORAL CARE

2023 Developments

Prospects and Opportunities

Category Data

- Table 44 Sales of Oral Care by Category: Value 2018-2023
- Table 45 Sales of Oral Care by Category: % Value Growth 2018-2023
- Table 46 NBO Company Shares of Oral Care: % Value 2019-2023
- Table 47 LBN Brand Shares of Oral Care: % Value 2020-2023
- Table 48 Forecast Sales of Oral Care by Category: Value 2023-2028
- Table 49 Forecast Sales of Oral Care by Category: % Value Growth 2023-2028

# MEN'S GROOMING

2023 Developments

**Prospects and Opportunities** 

Category Data

- Table 50 Sales of Men's Grooming by Category: Value 2018-2023
- Table 51 Sales of Men's Grooming by Category: % Value Growth 2018-2023
- Table 52 NBO Company Shares of Men's Grooming: % Value 2019-2023
- Table 53 LBN Brand Shares of Men's Grooming: % Value 2020-2023
- Table 54 Forecast Sales of Men's Grooming by Category: Value 2023-2028
- Table 55 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

# COLOUR COSMETICS

2023 Developments

Prospects and Opportunities

Category Data

- Table 56 Sales of Colour Cosmetics by Category: Value 2018-2023
- Table 57 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023
- Table 58 NBO Company Shares of Colour Cosmetics: % Value 2019-2023
- Table 59 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023
- Table 60 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023
- Table 61 Forecast Sales of Colour Cosmetics by Category: Value 2023-2028
- Table 62 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

#### **FRAGRANCES**

2023 Developments

Prospects and Opportunities

Category Data

- Table 63 Sales of Fragrances by Category: Value 2018-2023
- Table 64 Sales of Fragrances by Category: % Value Growth 2018-2023
- Table 65 NBO Company Shares of Fragrances: % Value 2019-2023
- Table 66 LBN Brand Shares of Fragrances: % Value 2020-2023
- Table 67 LBN Brand Shares of Premium Fragrances: % Value 2020-2023
- Table 68 Forecast Sales of Fragrances by Category: Value 2023-2028
- Table 69 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

# SKIN CARE

2023 Developments

**Prospects and Opportunities** 

Category Data

- Table 70 Sales of Skin Care by Category: Value 2018-2023
- Table 71 Sales of Skin Care by Category: % Value Growth 2018-2023
- Table 72 NBO Company Shares of Skin Care: % Value 2019-2023
- Table 73 LBN Brand Shares of Skin Care: % Value 2020-2023
- Table 74 LBN Brand Shares of Premium Skin Care: % Value 2020-2023
- Table 75 Forecast Sales of Skin Care by Category: Value 2023-2028
- Table 76 Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

# SUN CARE

2023 Developments

**Prospects and Opportunities** 

Category Data

- Table 77 Sales of Sun Care by Category: Value 2018-2023
- Table 78 Sales of Sun Care by Category: % Value Growth 2018-2023
- Table 79 NBO Company Shares of Sun Care: % Value 2019-2023
- Table 80 LBN Brand Shares of Sun Care: % Value 2020-2023
- Table 81 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023
- Table 82 Forecast Sales of Sun Care by Category: Value 2023-2028
- Table 83 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

# 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-panama/report.