



# Premium Beauty and Personal Care in Costa Rica

April 2024

Table of Contents

## Premium Beauty and Personal Care in Costa Rica - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

E-commerce remains a key distribution and promotional channel for premium brands

Dermocosmetics continue to make gains in premium skin care

Purchasing decisions increasingly shaped by influencers and celebrity endorsements

#### PROSPECTS AND OPPORTUNITIES

Storytelling and brand narratives will be focal points for marketing investment

Segmentation set to become more pronounced

Health-oriented innovation likely to be particularly visible in the premium segment

#### CATEGORY DATA

Table 1 - Sales of Premium Beauty and Personal Care by Category: Value 2018-2023

Table 2 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 4 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

Table 5 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028

Table 6 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2023-2028

## Beauty and Personal Care in Costa Rica - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

### MARKET DATA

Table 7 - Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 12 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 13 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 14 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 15 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 16 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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