



# Beauty and Personal Care in Argentina

May 2025

Table of Contents

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retail developments  
What next for beauty and personal care?

MARKET DATA

- Table 1 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby and Child-Specific Products in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic pressures hit baby and child-specific products  
Kimberly-Clark overtakes Johnson & Johnson de Argentina  
Health and beauty specialists leverage wide product coverage to lead distribution

PROSPECTS AND OPPORTUNITIES

Improving economic situation to spur a willingness to spend on non-essentials  
Relaunch of Dove Baby to boost Unilever de Argentina  
Demographic and social trends to impact performance

CATEGORY DATA

- Table 11 - Sales of Baby and Child-specific Products by Category: Value 2019-2024
- Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2019-2024
- Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2019-2024
- Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2020-2024
- Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2021-2024
- Table 16 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2021-2024
- Table 17 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2021-2024
- Table 18 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2021-2024
- Table 19 - Forecast Sales of Baby and Child-specific Products by Category: Value 2024-2029
- Table 20 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2024-2029
- Table 21 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2024-2029

Bath and Shower in Argentina

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Bar soap rides price advantages and versatility to dominate bath and shower

La Mariposa benefits from a focus on economy bar soap

Essential positioning of bath and shower products favours supermarkets

### PROSPECTS AND OPPORTUNITIES

Consumers to look for the best deals when purchasing bath and shower products

Hand sanitisers to continue to lose retail coverage and sales

Direct selling companies to look to social media to regain momentum

### CATEGORY DATA

Table 22 - Sales of Bath and Shower by Category: Value 2019-2024

Table 23 - Sales of Bath and Shower by Category: % Value Growth 2019-2024

Table 24 - Sales of Bath and Shower by Premium vs Mass: % Value 2019-2024

Table 25 - NBO Company Shares of Bath and Shower: % Value 2020-2024

Table 26 - LBN Brand Shares of Bath and Shower: % Value 2021-2024

Table 27 - LBN Brand Shares of Premium Bath and Shower: % Value 2021-2024

Table 28 - Forecast Sales of Bath and Shower by Category: Value 2024-2029

Table 29 - Forecast Sales of Bath and Shower by Category: % Value Growth 2024-2029

Table 30 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2024-2029

## Colour Cosmetics in Argentina

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Hyperinflation pushes exponential retail current value growth as demand falls

L'Oréal Argentina and direct selling players head a competitive field

Beauty specialists gain from price promotions and affordable lines

### PROSPECTS AND OPPORTUNITIES

Improving economic conditions to spur colour cosmetics sets/kits

Removal of import barriers to foster supply and demand

Ethical colour cosmetics to gain ground

### CATEGORY DATA

Table 31 - Sales of Colour Cosmetics by Category: Value 2019-2024

Table 32 - Sales of Colour Cosmetics by Category: % Value Growth 2019-2024

Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2020-2024

Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2021-2024

Table 35 - LBN Brand Shares of Eye Make-up: % Value 2021-2024

Table 36 - LBN Brand Shares of Facial Make-up: % Value 2021-2024

Table 37 - LBN Brand Shares of Lip Products: % Value 2021-2024

Table 38 - LBN Brand Shares of Nail Products: % Value 2021-2024

Table 39 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2021-2024

Table 40 - Forecast Sales of Colour Cosmetics by Category: Value 2024-2029

Table 41 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2024-2029

## Deodorants in Argentina

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

Deodorants shows some resilience  
Unilever continues to invest in deodorants in Argentina  
End of Precios Justos programme favours small local grocers

PROSPECTS AND OPPORTUNITIES

Return to growth amid improving economic indicators  
Newsan has the potential to disrupt the competitive landscape  
Multinationals to continue to benefit from high entry barriers

CATEGORY DATA

- Table 42 - Sales of Deodorants by Category: Value 2019-2024
- Table 43 - Sales of Deodorants by Category: % Value Growth 2019-2024
- Table 44 - Sales of Deodorants by Premium vs Mass: % Value 2019-2024
- Table 45 - NBO Company Shares of Deodorants: % Value 2020-2024
- Table 46 - LBN Brand Shares of Deodorants: % Value 2021-2024
- Table 47 - LBN Brand Shares of Premium Deodorants: % Value 2021-2024
- Table 48 - Forecast Sales of Deodorants by Category: Value 2024-2029
- Table 49 - Forecast Sales of Deodorants by Category: % Value Growth 2024-2029
- Table 50 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2024-2029

Depilatories in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

Women’s razors and blades dominates but faces challenges  
Newsan leverages the licence for the Gillette brand to head the field  
Wide network, familiarity and omnichannel approach underpin the strength of pharmacies in depilatories

PROSPECTS AND OPPORTUNITIES

Preference for products designed for women to push women’s razors and blades  
Possible disruption of the competitive landscape  
Inclusive offers and marketing to grow the category

CATEGORY DATA

- Table 51 - Sales of Depilatories by Category: Value 2019-2024
- Table 52 - Sales of Depilatories by Category: % Value Growth 2019-2024
- Table 53 - Sales of Women’s Razors and Blades by Type: % Value Breakdown 2020-2024
- Table 54 - NBO Company Shares of Depilatories: % Value 2020-2024
- Table 55 - LBN Brand Shares of Depilatories: % Value 2021-2024
- Table 56 - Forecast Sales of Depilatories by Category: Value 2024-2029
- Table 57 - Forecast Sales of Depilatories by Category: % Value Growth 2024-2029

Fragrances in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

Lower prices keep mass fragrances to the fore  
Natura Argentina gains from widening portfolio in 2024  
Price promotions boost e-commerce sales

PROSPECTS AND OPPORTUNITIES

Consumers turn to smaller packs to increase short-term affordability  
Modern marketing initiatives to push direct selling

Space to open up for Arabian fragrances

## CATEGORY DATA

Table 58 - Sales of Fragrances by Category: Value 2019-2024

Table 59 - Sales of Fragrances by Category: % Value Growth 2019-2024

Table 60 - NBO Company Shares of Fragrances: % Value 2020-2024

Table 61 - LBN Brand Shares of Fragrances: % Value 2021-2024

Table 62 - LBN Brand Shares of Premium Men's Fragrances: % Value 2021-2024

Table 63 - LBN Brand Shares of Premium Women's Fragrances: % Value 2021-2024

Table 64 - Forecast Sales of Fragrances by Category: Value 2024-2029

Table 65 - Forecast Sales of Fragrances by Category: % Value Growth 2024-2029

## Hair Care in Argentina

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Standard shampoos confirms key position in hair care

Unilever leads with a wide brand portfolio

Small local grocers increase competitiveness as the Precios Justos programme ends

### PROSPECTS AND OPPORTUNITIES

Conditioners and treatments to benefit as consumers look to maintain hair vitality

Salon professional hair care to gain from wider product choice and availability

Innovation to add value to the hair care offer

## CATEGORY DATA

Table 66 - Sales of Hair Care by Category: Value 2019-2024

Table 67 - Sales of Hair Care by Category: % Value Growth 2019-2024

Table 68 - Sales of Hair Care by Premium vs Mass: % Value 2019-2024

Table 69 - NBO Company Shares of Hair Care: % Value 2020-2024

Table 70 - NBO Company Shares of Salon Professional Hair Care: % Value 2020-2024

Table 71 - LBN Brand Shares of Hair Care: % Value 2021-2024

Table 72 - LBN Brand Shares of Colourants: % Value 2021-2024

Table 73 - LBN Brand Shares of Salon Professional Hair Care: % Value 2021-2024

Table 74 - LBN Brand Shares of Styling Agents: % Value 2021-2024

Table 75 - LBN Brand Shares of Premium Hair Care: % Value 2021-2024

Table 76 - Forecast Sales of Hair Care by Category: Value 2024-2029

Table 77 - Forecast Sales of Hair Care by Category: % Value Growth 2024-2029

Table 78 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2024-2029

## Men's Grooming in Argentina

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Strong discounting limits retail volume sales drop in men's fragrances

Natura uses strength in mass men's fragrances to lead men's grooming

Online price advantages push e-commerce in men's grooming

### PROSPECTS AND OPPORTUNITIES

Return to recommended use to spur men's shaving

Multinational's exit offers opportunities for remaining players

Growing supply of premium products

## CATEGORY DATA

Table 79 - Sales of Men's Grooming by Category: Value 2019-2024

Table 80 - Sales of Men's Grooming by Category: % Value Growth 2019-2024

Table 81 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2021-2024

Table 82 - Sales of Men's Skin Care by Type: % Value Breakdown 2021-2024

Table 83 - NBO Company Shares of Men's Grooming: % Value 2020-2024

Table 84 - LBN Brand Shares of Men's Grooming: % Value 2021-2024

Table 85 - LBN Brand Shares of Men's Razors and Blades: % Value 2021-2024

Table 86 - Forecast Sales of Men's Grooming by Category: Value 2024-2029

Table 87 - Forecast Sales of Men's Grooming by Category: % Value Growth 2024-2029

## Oral Care in Argentina

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Essential positioning favours toothpaste

Colgate-Palmolive dominates with a strong and developing offer

Wide coverage and offer underpins pharmacies' strength in oral care

### PROSPECTS AND OPPORTUNITIES

Rebound in demand in perceived essential and non-essential categories

More competitive landscape with the end of import restrictions

Private label to continue to gain shelf space and momentum

## CATEGORY DATA

Table 88 - Sales of Oral Care by Category: Value 2019-2024

Table 89 - Sales of Oral Care by Category: % Value Growth 2019-2024

Table 90 - Sales of Toothbrushes by Category: Value 2019-2024

Table 91 - Sales of Toothbrushes by Category: % Value Growth 2019-2024

Table 92 - Sales of Toothpaste by Type: % Value Breakdown 2020-2024

Table 93 - NBO Company Shares of Oral Care: % Value 2020-2024

Table 94 - LBN Brand Shares of Oral Care: % Value 2021-2024

Table 95 - LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2021-2024

Table 96 - LBN Brand Shares of Toothpaste: % Value 2021-2024

Table 97 - Forecast Sales of Oral Care by Category: Value 2024-2029

Table 98 - Forecast Sales of Oral Care by Category: % Value Growth 2024-2029

Table 99 - Forecast Sales of Toothbrushes by Category: Value 2024-2029

Table 100 - Forecast Sales of Toothbrushes by Category: % Value Growth 2024-2029

## Skin Care in Argentina

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Robust routines favour facial care

Natura retain leads but the competition intensifies

Direct selling remains a strong channel despite significant challenges

### PROSPECTS AND OPPORTUNITIES

Lower-priced products to inform return to positive growth

Easier business environment to stimulate new entries

Social media to gain importance in skin care

## CATEGORY DATA

Table 101 - Sales of Skin Care by Category: Value 2019-2024

Table 102 - Sales of Skin Care by Category: % Value Growth 2019-2024

Table 103 - NBO Company Shares of Skin Care: % Value 2020-2024

Table 104 - LBN Brand Shares of Skin Care: % Value 2021-2024

Table 105 - LBN Brand Shares of Basic Moisturisers: % Value 2021-2024

Table 106 - LBN Brand Shares of Anti-agers: % Value 2021-2024

Table 107 - LBN Brand Shares of Firming Body Care: % Value 2021-2024

Table 108 - LBN Brand Shares of General Purpose Body Care: % Value 2021-2024

Table 109 - LBN Brand Shares of Premium Skin Care: % Value 2021-2024

Table 110 - Forecast Sales of Skin Care by Category: Value 2024-2029

Table 111 - Forecast Sales of Skin Care by Category: % Value Growth 2024-2029

## Sun Care in Argentina

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Sun protection shapes sun care in Argentina

Lifting of import barriers intensifies the competitive landscape

Special sales events boost e-commerce

### PROSPECTS AND OPPORTUNITIES

Rising awareness of the health risks of sun exposure to spur aftersun sales

Growing investment in e-commerce

Imports to disrupt the competitive landscape

## CATEGORY DATA

Table 112 - Sales of Sun Care by Category: Value 2019-2024

Table 113 - Sales of Sun Care by Category: % Value Growth 2019-2024

Table 114 - NBO Company Shares of Sun Care: % Value 2020-2024

Table 115 - LBN Brand Shares of Sun Care: % Value 2021-2024

Table 116 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024

Table 117 - Forecast Sales of Sun Care by Category: Value 2024-2029

Table 118 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

## Premium Beauty and Personal Care in Argentina

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Hyperinflation hampers the demand for premium beauty and personal care

L'Oréal Argentina leverages a strong portfolio and marketing power to lead

Discounts to clear inventories

### PROSPECTS AND OPPORTUNITIES

Growth expected but duty free shops present a threat

Wider and better portfolios

Strong development in the online presence of premium beauty and personal care

## CATEGORY DATA

Table 119 - Sales of Premium Beauty and Personal Care by Category: Value 2019-2024

Table 120 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2019-2024

Table 121 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024

Table 122 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024

Table 123 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2024-2029

Table 124 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2024-2029

Mass Beauty and Personal Care in Argentina

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Wide consumer audience spurs mass hair care
- Direct selling companies face growing competition
- Changing competitive landscape as players exit

PROSPECTS AND OPPORTUNITIES

- Upturn anticipated amidst economic and social developments
- Residual price-sensitivity to boost affordable brands and private label
- End of import barriers paves the way for new entrants

CATEGORY DATA

Table 125 - Sales of Mass Beauty and Personal Care by Category: Value 2019-2024

Table 126 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2019-2024

Table 127 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2020-2024

Table 128 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2021-2024

Table 129 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2024-2029

Table 130 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2024-2029

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-argentina/report](http://www.euromonitor.com/beauty-and-personal-care-in-argentina/report).