



Euromonitor
International

Mass Beauty and Personal Care in Chile

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Mass Beauty and Personal Care Achieves Robust Growth Driven by Value-Conscious Consumers

Mass Hair Care Leads Sales, While Mass Colour Cosmetics Exhibits Dynamic Growth

Lattafa Perfumes Capitalise on East Asian Scent Trend to Capture Mass Consumer Interest

Chart 1 - Lattafa Perfumes Drives Viral Oriental Fragrance Trend in Chile

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Mass Innovation and Premium Features Fuel Value Growth

Mass Hair Care Leads Sales, While Mass Colour Cosmetics Drives Fastest Growth

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Shares through Innovation and Strong Brand Portfolios

Mass Beauty Brands Leverage Multifunctional Innovation and Promotional Strategies to Boost Growth

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Mass Beauty and Personal Care

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Mass Beauty and Personal Care

Chart 12 - Population 2020-2030

Chart 13 - Consumer Expenditure 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Chile - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Steady Growth Driven by Digital Engagement Boosts Sales

Chart 16 - Preunice Leverages Influencers to Boost Beauty Engagement

Fragrances Leads Value Sales, While Colour Cosmetics Capture Dynamic Growth through the Rise of K-Beauty

Chart 17 - K-Beauty Expands in Chile with Official Brand Launches and Viral Products

Consumer Preferences Shift Towards Lifestyle-Driven Beauty, Driven by Skinification Trend

Chart 18 - Hello Kitty x Petrizio Collaboration Brings Iconic Character to Cosmetics

Chart 19 - Value Sales 2020-2030

Chart 20 - Volume Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Drive Steady Growth through Premiumisation and Digital Innovation

Fragrances Set to Remain Largest and Most Dynamic, Driven by Premiumisation across Price Segments

Skinification Anticipated to Reshape Product Innovation

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal Chile Sa and Unilever Chile Hpc Ltda Drive Concentrated Growth through Innovation and Portfolio Strength

Multifunctional Innovation and Digital Promotions Accelerate Competitive Differentiation and Growth

Chart 24 - Analyst Insight for Beauty and Personal Care

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Retail Offline Remains Dominant, Driven by Pharmacies and Beauty Specialists

Experiential and Omnichannel Retail Enhance Consumer Engagement and Loyalty

Retail E-Commerce Drives Premium and Fragrance Sales with Social Commerce and Promotions

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Beauty and Personal Care

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Beauty and Personal Care

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - Population by Generation 2025

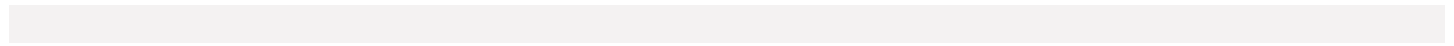
COUNTRY REPORTS DISCLAIMER

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/mass-beauty-and-personal-care-in-chile/report.