



Beauty and Personal Care in Honduras

May 2025

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DISCLAIMER

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Prospects and Opportunities

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Supermarkets are growing their portfolios with more personalised offerings, while small local grocers remain highly relevant for low-priced products.

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Prospects and Opportunities

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Prospects and Opportunities

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Direct selling maintains leadership in fragrances distribution, although the channel is seeing growing pressure from supermarkets and associated seasonal promotional offers

Prospects and Opportunities

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Pharmaceutical chains gain ground in skin care as consumers associate their product offer with scientific backing

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Key Data Findings

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Nivea Sun has a balance of affordability and portfolio breadth that responds to more particular preferences in sun care

Pharmacies are gaining ground in a country where consumers increasingly associate the use of sun protection as part of their overall preventive health habits

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