



Euromonitor
International

Mass Beauty and Personal Care in El Salvador

September 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Adoption of Comprehensive and Preventive Health Routine Expands Access with Affordable Offerings

Botanical and Vitamin-Enriched Hair Care Maintains Lead as Shoppers Seek More

Savil  Appeals to Health-Focused Shoppers with Multivitamin "Mega-Jar" Launches

Chart 1 - Value Sales 2020-2030

Chart 2 - Value Sales by Category 2025

Chart 3 - Affordable Personal-Care Products Evolve with More Skin-Friendly, Active-Rich Formulations

WHAT'S NEXT?

Younger Shoppers Drive Demand for Advanced yet Affordable Actives

Mass Hair Care Maintains Its Lead as Multipack Innovation Slows

Social Media and Ingredient Trends Shift Business Strategies

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever Leverages Advanced Ingredients to Reinforce Its Lead

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 El Salvador - 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 Evolving Consumer Wellness Priorities Amid Economic Caution

Hair Care Leads Retail Value as Consumers Seek Efficacy and Preventive Benefits

Younger Consumers Embrace K-Beauty through Digital Engagement

Chart 16 - Gen Z and Millennials Drive K-Beauty

Consumers Embrace Multifunctional Products for Holistic Well-Being

Chart 17 - Vichy Offers Long-Term Wellness

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Balance Affordability and Efficacy in Evolving Care Routines

Hair Care to Lead Value Sales While Sun Care Drives Growth

Chart 21 - Analyst Insight for Beauty and Personal Care

Younger Consumers to Drive Innovation Towards Multifunctional, Active-Rich Products

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Global and Regional Players Consolidate Leadership Amid Rising Fragmentation

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Supermarkets Strengthen Lead Amid Evolving Retail Dynamics

Direct Selling Offers Income Opportunities

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Beauty and Personal Care

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Beauty and Personal Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - 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-el-salvador/report.