



Euromonitor
International

Beauty and Personal Care in Dominican Republic

June 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Steady Growth Driven by Preventive Health and Evolving Consumer Sophistication
Hair Care Leads Value Sales, While Colour Cosmetics Exhibits Rapid Growth
Sesderma Leverages Healthy-Longevity Trend to Drive Premium Skin Care Innovation
Chart 1 - Healthy-Longevity Mindset Fuels Demand for Pro-Aging Solutions as Sesderma Introduces Retisil
Chart 2 - Value Sales 2020-2030
Chart 3 - Volume Sales 2020-2030
Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Dominicans Expected to Embrace Preventive Health, Fuelling Steady Growth
Hair Care Set to Lead Value Sales, While Colour Cosmetics Accelerates Growth
Multifunctionality and Personalisation Anticipated to Drive Evolving Consumer Preferences
Chart 5 - Forecast Value Sales 2020-2030
Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Top Companies Adapt to Competitive Fragmentation, Sustaining Market Leadership
Chart 7 - Company Shares 2025
Chart 8 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Continue to Lead Despite Diversification in the Distribution Landscape
Dominican Retailers Innovate with Private Label and Trend-Driven Assortments
E-Commerce Growth Driven by Omnichannel Strategies and Premium Consumer Demand
Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Beauty and Personal Care
Chart 11 - Real Gdp Growth 2020-2030
Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Beauty and Personal Care
Chart 14 - Population 2020-2030
Chart 15 - Consumer Expenditure 2020-2030
Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

Dominican Parents Embrace Eco-Conscious Products, Shaping Spending Habits

Baby Wipes Lead Value Sales as Biodegradable Options Gain Traction

Chart 17 - Rising Eco-Conscious Parenting Drives Growth in Sustainable Baby and Child-Specific Products

Scientific Claims and Private Label Growth Redefine Consumer Choices and Brand Loyalty

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Parents Expected to Adapt Spending Amid Slowing Births and Moderate Income Growth

Baby Wipes Set to Continue Leading Value Sales, While Sun Care Experiences Rapid Growth

Health-Focused Parents and Private Label Growth Anticipated to Reshape Product Demand

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Johnson & Johnson and Kimberly-Clark Strengthen Leadership Amid Rising Value Competition

Health-Conscious Innovation and Natural Ingredients Drive Market Opportunities for New Entrants

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Grocery Retailers Expand Reach, While Private Label Gains Traction

Retail E-Commerce Steadily Grows, Driven by Supermarket Digital Initiatives

Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Baby and Child-Specific Products

Chart 27 - Real Gdp Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Baby and Child-Specific Products

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bath and Shower in Dominican Republic](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

INDUSTRY PERFORMANCE

Steady Value Growth Driven by Evolving Hygiene Rituals and Economic Resilience

Bar Soap Leads Sales, While Intimate Hygiene Captures Emerging Demand

Unilever'S Dove Reshapes Bar Soap with a Beauty and Emotional Well-Being Focus

Chart 33 - Dove Elevates Bar Soap through Beauty and Emotional Well-Being Positioning

Chart 34 - Value Sales 2020-2030

Chart 35 - Volume Sales 2020-2030

Chart 36 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Drive Growth through Evolving Hygiene and Sensory Preferences
Bar Soap Set to Remain Dominant, While Intimate Hygiene Gains Momentum among Young Consumers
Brands Anticipated to Harness Multifunctionality and Wellness Trends to Capture Emerging Demand
Chart 37 - Forecast Value Sales 2020-2030
Chart 38 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Positions Amid Fragmented Competition and Evolving Preferences
Chart 39 - Company Shares 2025
Chart 40 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Lead Distribution with Growing Penetration
E-Commerce Emerges as a Niche but Fast-Growing Channel among Affluent Consumers
Chart 41 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 42 - Economic Context for Bath and Shower
Chart 43 - Real Gdp Growth 2020-2030
Chart 44 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 45 - Consumer Context for Bath and Shower
Chart 46 - Population 2020-2030
Chart 47 - Consumer Expenditure 2020-2030
Chart 48 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Colour Cosmetics in Dominican Republic](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

INDUSTRY PERFORMANCE

Dominican Women Personalise Beauty Routines, Driving Sustained Value Growth
Facial Make-Up Experiences Dynamic Growth through Multifunctional Innovation
Local Brands Leverage Environmental Adaptation and Ingredient Transparency to Captivate Consumers
Chart 49 - Shield Cosmetics Embodies Local Innovation with the Shielded Makeup Trend
Chart 50 - Value Sales 2020-2030
Chart 51 - Volume Sales 2020-2030
Chart 52 - Value Sales by Category 2025

WHAT'S NEXT?

Dominican Women Expected to Embrace Personalised Beauty and Skin Health for Growth
Dominican Mass Appeal Set to Sustain Largest Category, While Sets/Kits Accelerate Fast
Younger Consumers' Values and Asian Cosmetics Anticipated to Reshape Brand Strategies
Chart 53 - Forecast Value Sales 2020-2030
Chart 54 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Grupo Transpel Ca Adapts to Shifting Market Shares Amid Rising Competition

Chart 55 - Company Shares 2025

Chart 56 - Brand Shares 2025

CHANNELS

Direct Selling Leads, While Supermarkets Expand Presence

Retail E-Commerce Accelerates Growth, Driven by Digital Engagement and Exclusive Offers

Chart 57 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 58 - Economic Context for Colour Cosmetics

Chart 59 - Real Gdp Growth 2020-2030

Chart 60 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 61 - Consumer Context for Colour Cosmetics

Chart 62 - Population 2020-2030

Chart 63 - Consumer Expenditure 2020-2030

Chart 64 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Deodorants in Dominican Republic](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Affordability and Climate Challenges Shapes Sales

Nivea and Lady Speed Stick Lead Innovation with Skin-Focused and Long-Lasting Products

Consumers' Health Awareness and Active Lifestyles Fuel Product Differentiation and Competition

Chart 65 - Deodorants Evolve From Antiperspirant Protection to Skin-Health Differentiation

Chart 66 - Value Sales 2020-2030

Chart 67 - Volume Sales 2020-2030

Chart 68 - Value Sales by Category 2025

WHAT'S NEXT?

Long-Lasting Formulations and Evolving Usage Expected to Drive Growth and Category Shifts

Dominicans Anticipated to Embrace Personalised Fragrances and Expanded Deodorant Applications

Innovations in Skin-Friendly Formulations and Premiumisation Projected to Reshape Competitive Landscape

Chart 69 - Forecast Value Sales 2020-2030

Chart 70 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Expand Portfolios to Deepen Market Control

Chart 71 - Company Shares 2025

Chart 72 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Drive Category Reach with Expansive Offers

E-Commerce Growth Driven by Younger Consumers' Digital Shopping Habits

Chart 73 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 74 - Economic Context for Deodorants

Chart 75 - Real Gdp Growth 2020-2030

Chart 76 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 77 - Consumer Context for Deodorants

Chart 78 - Population 2020-2030

Chart 79 - Consumer Expenditure 2020-2030

Chart 80 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Depilatories in Dominican Republic](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Steady Value Growth Amid Price Sensitivity Shapes Consumer Choices

Razors and Blades Lead Value Sales, While Hair Removers/Bleaches Gain Momentum

Schick'S Intuition Natural Extracts Line Exemplifies Nourishing Low-Irritation Trend

Chart 81 - Rising Preference for Nourishing, Low-Irritation Shaving Fuels Category Evolution

Chart 82 - Value Sales 2020-2030

Chart 83 - Volume Sales 2020-2030

Chart 84 - Value Sales by Category 2025

WHAT'S NEXT?

Dominican Consumers Expected to Balance Affordability with Evolving Hair Removal Preferences

Women'S Razors and Blades Continue to Dominate Sales with Sustained Innovation-Led Growth

Innovations in Natural Ingredients and Convenience Anticipated to Redefine Consumer Expectations

Chart 85 - Forecast Value Sales 2020-2030

Chart 86 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Distribuidora Corripio Cxa Consolidates Leadership through Wide Distribution and Product Differentiation

Chart 87 - Company Shares 2025

Chart 88 - Brand Shares 2025

CHANNELS

Supermarkets and Pharmacies Drive Distribution Growth through Portfolio Expansion

Retail E-Commerce Expands Rapidly as Digital Shopping Gains Traction among Consumers

Chart 89 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 90 - Economic Context for Depilatories

Chart 91 - Real Gdp Growth 2020-2030

Chart 92 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 93 - Consumer Context for Depilatories

Chart 94 - Population 2020-2030

Chart 95 - Consumer Expenditure 2020-2030

Chart 96 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Fragrances in Dominican Republic](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

INDUSTRY PERFORMANCE

Steady Economic Growth and Rising Sophistication Drive Fragrance Sales Growth

Mass Fragrances Dominate Sales, While Premium Fragrances Gain Traction through Aspirational Appeal

Chart 97 - Global Beauty Trends Accelerate Demand for Middle-Eastern Fragrances

Direct Selling and Transparency Innovations Engage Younger Demographics Seeking Personalised, Ethical Scents

Chart 98 - Value Sales 2020-2030

Chart 99 - Volume Sales 2020-2030

Chart 100 - Value Sales by Category 2025

WHAT'S NEXT?

Dominican Consumers Expected to Adopt Regular Fragrance Use Amid Cautious Spending

Mass Fragrances Set to Lead in Sales, While Premium Fragrances Accelerate on Aspirational Demand

Personalisation and Ethical Transparency Anticipated to Reshape Consumer Expectations and Product Offerings

Chart 101 - Forecast Value Sales 2020-2030

Chart 102 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Grupo Transbel Ca Retains Dominance Despite Growing Competition

New Launches Drive Generational Engagement

Chart 103 - Company Shares 2025

Chart 104 - Brand Shares 2025

CHANNELS

Direct Selling Remains Dominant, While Specialised Beauty Stores Gain Momentum

Retail E-Commerce Expands Steadily but Remains a Niche Channel in Fragrances

Chart 105 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 106 - Economic Context for Fragrances

Chart 107 - Real Gdp Growth 2020-2030

Chart 108 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 109 - Consumer Context for Fragrances

Chart 110 - Population 2020-2030

Chart 111 - Consumer Expenditure 2020-2030

Chart 112 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hair Care in Dominican Republic](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

INDUSTRY PERFORMANCE

Consumers' Demand for Specialised Hair Care Drives Steady Growth Despite High Penetration

Local Brands Capitalise on Cultural Identity and Climate-Specific Hair Needs for Differentiation

Local Heritage and Ingredient Transparency Empower Brands to Meet Evolving Consumer Expectations

Chart 113 - Clean, Nature-Forward Hair Care Gains Momentum

Chart 114 - Value Sales 2020-2030

Chart 115 - Volume Sales 2020-2030

Chart 116 - Value Sales by Category 2025

WHAT'S NEXT?

Consumer Shift to Specialised Ingredients and Scalp Health Expected to Drive Growth

Shampoos Set to Remain the Largest, While Conditioners and Treatments Accelerates Fast

Innovation in Climate-Adapted and Sustainable Products Anticipated to Reshape Business Models

Chart 117 - Forecast Value Sales 2020-2030

Chart 118 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Distribuidora Corripio Cxa Strengthens Leadership through Targeted Product Portfolios

Chart 119 - Company Shares 2025

Chart 120 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Lead with Diverse Portfolios and Private Label Offerings

Retail E-Commerce Grows Steadily as Supermarkets and Premium Brands Expand Online

Chart 121 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 122 - Economic Context for Hair Care

Chart 123 - Real Gdp Growth 2020-2030

Chart 124 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 125 - Consumer Context for Hair Care

Chart 126 - Population 2020-2030

Chart 127 - Consumer Expenditure 2020-2030

Chart 128 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Men's Grooming in Dominican Republic](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

INDUSTRY PERFORMANCE

Dominican Men'S Evolving Routines Fuel Sustained Value Growth

Men'S Shaving Leads Value Sales through Targeted Multifunctionality

Chart 129 - Younger Dominican Men Drive Growth in Preventive Skin-Care Adoption

Ingredient Transparency and Preventive Care Drive Men'S Grooming Innovation

Chart 130 - Value Sales 2020-2030

Chart 131 - Volume Sales 2020-2030

Chart 132 - Value Sales by Category 2025

WHAT'S NEXT?

Dominican Men Embracing Comprehensive Grooming Routines Expected to Boost Market Growth

Men'S Shaving Set to Continue Leading Value, While Fragrances Experience Fastest Growth through Sensory Appeal

Growing Scent Sensitivity and Preventive Care Adoption Anticipated to Reshape Business Strategies and Innovation

Chart 133 - Forecast Value Sales 2020-2030

Chart 134 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Shares, While Market Remains Moderately Fragmented

Chart 135 - Company Shares 2025

Chart 136 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Dominate Retail Sales with Growing Prominence

Retail E-Commerce Grows Steadily but Remains a Niche Channel for Premium Shoppers

Chart 137 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 138 - Economic Context for Men's Grooming

Chart 139 - Real Gdp Growth 2020-2030

Chart 140 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 141 - Consumer Context for Men's Grooming

Chart 142 - Population 2020-2030

Chart 143 - Consumer Expenditure 2020-2030

Chart 144 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Oral Care in Dominican Republic](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

INDUSTRY PERFORMANCE

Rising Consumer Awareness and Preventive Health Behaviours Boost Oral Care Value Growth

Toothpaste Leads Sales with Whitening Focus, While Dental Floss Grows Dynamically

Chart 145 - Dominicans Prioritise Expressive, Confidence-Boosting Smiles

Chart 146 - Value Sales 2020-2030

Chart 147 - Volume Sales 2020-2030

Chart 148 - Value Sales by Category 2025

WHAT'S NEXT?

Health-Conscious Consumers Expected to Drive Steady Growth Amid Cautious Spending

Toothpaste Set to Maintain Dominance, While Dental Floss Captures Emerging Demand

Brands Anticipated to Embrace Multifunctionality and Natural Claims to Meet Evolving Consumer Demands

Chart 149 - Forecast Value Sales 2020-2030

Chart 150 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Colgate-Palmolive Sustains Dominant Control Despite Regulatory Challenges

Chart 151 - Company Shares 2025

Chart 152 - Brand Shares 2025

CHANNELS

Supermarket and Hypermarket Chains Leverage Expansion to Dominate Distribution

Online Retail Platforms Expand Amid Limited Digital Adoption in Personal Care

Chart 153 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 154 - Economic Context for Oral Care

Chart 155 - Real Gdp Growth 2020-2030

Chart 156 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 157 - Consumer Context for Oral Care

Chart 158 - Population 2020-2030

Chart 159 - Consumer Expenditure 2020-2030

Chart 160 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Skin Care in Dominican Republic](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

INDUSTRY PERFORMANCE

Steady Growth in Skin Care Driven by Ageing Population and Tropical Climate Challenges

Facial Care Leads Value Growth, While Skin Care Sets/Kits See Rapid Expansion

Brands Leverage Longevity and Ethnicity Trends with Targeted Product Innovations

Chart 161 - Demand for Longevity-Focused Skin Care Rises

Chart 162 - Value Sales 2020-2030

Chart 163 - Volume Sales 2020-2030

Chart 164 - Value Sales by Category 2025

WHAT'S NEXT?

Dominicans Expected to Expand Skin Care Rituals with Growing Male Engagement and Ingredient Focus

Facial Care Set to Lead with Anti-Ageing Focus, While Skin Care Sets/Kits Grows Rapidly for Convenience

Innovations in Targeted Ingredients Anticipated to Reshape Consumer Choices and Brand Strategies

Chart 165 - Forecast Value Sales 2020-2030

Chart 166 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Dominican Companies and Multinationals Compete in Fragmented Landscape with Shifting Shares

Chart 167 - Company Shares 2025

Chart 168 - Brand Shares 2025

CHANNELS

Direct Selling's Social Role Declines Amid Physical Retail Expansion

Grocery Retailers Leverage Promotions and Digital Growth to Capture Share

Retail E-Commerce and Beauty Specialists Gain Traction with Younger Demographics

Chart 169 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 170 - Economic Context for Skin Care

Chart 171 - Real Gdp Growth 2020-2030

Chart 172 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 173 - Consumer Context for Skin Care

Chart 174 - Population 2020-2030

Chart 175 - Consumer Expenditure 2020-2030

Chart 176 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Sun Care in Dominican Republic](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

INDUSTRY PERFORMANCE

Steady Growth Supported by Economic Expansion and Consumer Awareness

Adult Sun Care Dominates with Anti-Ageing Claims Driving Demand

Chart 177 - Healthy-Longevity Mindset Fuels Interest in Anti-Age Sunscreens

Dominicans Embrace Multifunctional and Eco-Conscious Sun Protection

Chart 178 - Value Sales 2020-2030

Chart 179 - Volume Sales 2020-2030

Chart 180 - Value Sales by Category 2025

WHAT'S NEXT?

Dominicans Expected to Adopt Regular Sun Protection with Expanding Product Choices

Personalisation and Multifunctionality Set to Drive Product Innovation and Consumer Engagement

Retailers Anticipated to Leverage Trusted Channels and Omnichannel Strategies to Boost Growth

Chart 181 - Forecast Value Sales 2020-2030

Chart 182 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Quisqueya Comercial Cxa and Beiersdorf Dominican Republic Sa Fortify Leadership Amid Rising Market Fragmentation

Product Innovation and Multifunctionality Unlock Growth Potential for New Entrants and Incumbents

Chart 183 - Company Shares 2025

Chart 184 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Maintain Dominance with Strategic Assortment Expansion

Retail E-Commerce Accelerates Growth as Digital Platforms Enhance Consumer Engagement

Chart 185 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 186 - Economic Context for Sun Care

Chart 187 - Real Gdp Growth 2020-2030

Chart 188 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 189 - Consumer Context for Sun Care

Chart 190 - Population 2020-2030

Chart 191 - Consumer Expenditure 2020-2030

Chart 192 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Premium Beauty and Personal Care in Dominican Republic](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Affluent Consumers Seeking Efficacious Premium Products

Premium Skin Care Leads in Value, While Premium Colour Cosmetics Experiences Dynamic Growth

Vichy'S Launch Exemplifies Longevity Trend Influencing Premium Facial Care Demand

Chart 193 - Premium Facial Skin Care Expands as Dominican Consumers Seek Faster, Scientifically Proven Results

Chart 194 - Value Sales 2020-2030

Chart 195 - Value Sales by Category 2025

WHAT'S NEXT?

Affluent Consumers Expected to Drive Steady Growth with Expanding Purchasing Power

Premium Skin Care Set to Continue Leading Sales, While Colour Cosmetics Leads Rapid Growth

Longevity and Efficacy Trends Anticipated to Reshape Consumer Preferences and Business Strategies

Chart 196 - Forecast Value Sales 2020-2030

Chart 197 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Experience Gradual Share Shifts Amid Moderate Concentration

Chart 198 - Company Shares 2025

Chart 199 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 200 - Economic Context for Premium Beauty and Personal Care

Chart 201 - Real Gdp Growth 2020-2030

Chart 202 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 203 - Consumer Context for Premium Beauty and Personal Care

Chart 204 - Population 2020-2030

Chart 205 - Consumer Expenditure 2020-2030

Chart 206 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Mass Beauty and Personal Care in Dominican Republic](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Cautious but Value-Seeking Consumers in a Price-Sensitive Environment

Mass Hair Care Leads Value Share, with Sun Care Showing Fastest Expansion

Líder'S Private Label Innovation Enhances Affordability and Functionality Appeal

Chart 207 - Value Sales 2020-2030

Chart 208 - Value Sales by Category 2025

WHAT'S NEXT?

Price-Conscious Consumers Expected to Drive Steady Expansion with Ingredient Sophistication

Mass Hair Care Set to Lead Value, with Sun Care Remaining the Best Performing

Brands Anticipated to Embrace Premium Attributes and Personalisation to Win Budget-Conscious Consumers

Chart 209 - Forecast Value Sales 2020-2030

Chart 210 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Local and Imported Players Intensify Competition Amid Slight Concentration Shifts

Brands Leverage Innovation and Promotions to Capture Price-Conscious Consumers

Chart 211 - Company Shares 2025

Chart 212 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 213 - Economic Context for Mass Beauty and Personal Care

Chart 214 - Real Gdp Growth 2020-2030

Chart 215 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 216 - Consumer Context for Mass Beauty and Personal Care

Chart 217 - Population 2020-2030

Chart 218 - Consumer Expenditure 2020-2030

Chart 219 - 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/beauty-and-personal-care-in-dominican-republic/report.