



Men's Grooming in Chile

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

INDUSTRY PERFORMANCE

Steady Value Growth Reflects Rising Male Focus on Personal Care and Dermatology

Men'S Fragrances Lead Value Sales While Toiletries Show Strongest Growth

Dove Men+Care and Lumin Drive Innovation and Awareness Boosting Grooming Adoption

Chart 1 - Dove Men+Care Strengthens Male Grooming Presence in Chile

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Male Consumers Anticipated to Diversify Grooming Routines with Specialised Skin Care Products

Men'S Fragrances Set to Retain Dominance While Experiencing Dynamic Growth

Digital Innovation and Active Ingredients Expected to Shape Product Development and Consumer Engagement

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Leverage Diverse Portfolios to Sustain Position Amid Moderate Concentration Shifts

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Retail Offline Remains Dominant, Driven by Wide Product Ranges and Accessible Pricing

Experiential Retail and Specialised Beauty Stores Capture Premium Consumer Interest

Retail E-Commerce Reshapes Discovery and Purchasing of Grooming Products

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Men's Grooming

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Men's Grooming

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - 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 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Steady Growth Driven by Digital Engagement Boosts Sales

Chart 18 - Preunio Leverages Influencers to Boost Beauty Engagement

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

Chart 19 - K-Beauty Expands in Chile with Official Brand Launches and Viral Products

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

Chart 20 - Hello Kitty x Petrizio Collaboration Brings Iconic Character to Cosmetics

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - 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 24 - Forecast Value Sales 2020-2030

Chart 25 - 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 26 - Analyst Insight for Beauty and Personal Care

Chart 27 - Company Shares 2025

Chart 28 - 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 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Beauty and Personal Care

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Beauty and Personal Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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/mens-grooming-in-chile/report.