



Euromonitor
International

Hair Care in Bolivia

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

INDUSTRY PERFORMANCE

Local Manufacturing and Price Shifts Reshape Market Dynamics and Competitiveness

Chart 1 - Revive Pro Men Anticaspa Shampoo

Conditioners and Treatments Leads Value Growth Amid Enhanced Availability

Chart 2 - L'Oréal Elvive Dream Liso

L'Oréal and Unilever Leverage Sustainability and Climate Adaptation to Drive Brand Appeal

Chart 3 - Dove UV Repair & Glow Range

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Multifunctional Formulations and Preventive Care Drive Value Growth Amid Economic Challenges

Shampoos Solidifies Dominance While Conditioners and Treatments Leads Value Growth

Brands Leveraging Multifunctionality and Local Production to Enhance Consumer Loyalty

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Dominance Amid Rising Concentration

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead Retail Growth as Consumers Seek Affordability and Proximity

Retail E-Commerce Expands with Digital Payment Innovations and Retailer Partnerships

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Hair Care

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Hair Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Bolivia - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Local Manufacturers Adapt to Economic Pressures Shaping Growth Dynamics

Hair Care Shows Significant Value Sales While Baby and Child-Specific Products Surge Rapidly

Chart 20 - Axe Luxury Fragrances

Local Brands and Asian Beauty Inspire Resilience and Innovation in Routines

Chart 21 - Revive and Carissa Products

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Local Companies Counter Illegal Imports to Boost Sales Growth

Hair Care Grows in Value While Baby and Child-Specific Products Expands Rapidly

Price Sensitivity and Social Media Shape Diverse Consumer Preferences and Portfolios

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Dominance through Innovation and Reduced Contraband

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Small Local Grocers Drive Retail Growth Amid Economic Challenges

E-Commerce Driven by Digital Payments and Retailer Alliances

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/hair-care-in-bolivia/report.