



Euromonitor
International

Sun Care in Bolivia

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

INDUSTRY PERFORMANCE

Rising Inflation and Consumer Awareness Shape Pricing and Innovation Dynamics

Adult Sun Care Leads Sales Driven by Advanced Multifunctional Formulations

Chart 1 - Yanbal Total Block Sun Care

Yanbal and Lamelin Harness Longevity and K-Beauty Trends to Expand Sun Care Appeal

Chart 2 - Lamelin Sun Care

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Advanced Multifunctionality and Environmental Adaptation Drive Growth

Adult Sun Care Leads Value, Baby Sun Care Fastest Growing Segment

Innovation in Multifunctional Protection Shapes Competitive Strategies

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Yanbal Drives Market Concentration through Innovation and Direct Selling

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Pharmacies Lead Sun Care Sales with Broad Product Range and Accessibility

Retail E-Commerce Sees Steady Performance through Digital Payments and Strategic Alliances

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Sun Care

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Sun Care

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - 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 18 - 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 19 - Axe Luxury Fragrances

Local Brands and Asian Beauty Inspire Resilience and Innovation in Routines

Chart 20 - Revive and Carissa Products

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - 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 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Dominance through Innovation and Reduced Contraband

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Small Local Grocers Drive Retail Growth Amid Economic Challenges

E-Commerce Driven by Digital Payments and Retailer Alliances

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Beauty and Personal Care

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Beauty and Personal Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - 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/sun-care-in-bolivia/report.