



**Euromonitor
International**

Beauty and Personal Care in El Salvador

May 2025

Table of Contents

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for beauty and personal care ?

MARKET DATA

- Table 1 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 6 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024
- Table 7 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024
- Table 8 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 9 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 10 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 11 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

BABY AND CHILD-SPECIFIC PRODUCTS

- Key Data Findings
- 2024 Developments
 - Slowing birth rates negatively impact sales although skin care shows some resilience
 - Brands seek balanced positioning between affordability and improved formulations with a focus on skin protection
 - Baby and child-specific products expand to new distribution channels
- Prospects and Opportunities
 - Young generations of parents adopt a more preventive approach in the care of their babies and children
 - Multi-benefit offers are valued among parents and enjoy greater notoriety
 - Growing supply of products that claim to use only natural compounds
- Category Data
 - Table 12 - Sales of Baby and Child-specific Products by Category: Value 2019-2024
 - Table 13 - Sales of Baby and Child-specific Products by Category: % Value Growth 2019-2024
 - Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2020-2024
 - Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2021-2024
 - Table 16 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2021-2024
 - Table 17 - Forecast Sales of Baby and Child-specific Products by Category: Value 2024-2029
 - Table 18 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2024-2029

BATH AND SHOWER

- Key Data Findings
- 2024 Developments
 - Moderate growth of bath and shower as consumers remain cautious in their spending
 - Bath and shower in El Salvador is highly concentrated among global companies
 - Consumer drive for the lowest price consolidates the leading position of supermarkets and discounters
- Prospects and Opportunities
 - Bath and shower seeks to connect with young generations through innovative formulas focused on skin care and liquid formats
 - Body wash/shower gel aims to develop by emphasising multifunctionality
 - Sophistication around skin care ingredients emerge in shower gel innovations

Category Data

Table 19 - Sales of Bath and Shower by Category: Value 2019-2024

Table 20 - Sales of Bath and Shower by Category: % Value Growth 2019-2024

Table 21 - NBO Company Shares of Bath and Shower: % Value 2020-2024

Table 22 - LBN Brand Shares of Bath and Shower: % Value 2021-2024

Table 23 - Forecast Sales of Bath and Shower by Category: Value 2024-2029

Table 24 - Forecast Sales of Bath and Shower by Category: % Value Growth 2024-2029

DEODORANTS

Key Data Findings

2024 Developments

Consumers prioritise lower disbursement formats during economically challenging periods

Industry players focus on formulations with greater skin care benefits

Supermarkets, discounters, small local grocers and direct selling ensure wide distribution of deodorants

Prospects and Opportunities

Greater premiumisation in deodorants supported by more comprehensive personal care habits among young generations

Higher concentrations in antiperspirants respond to impacts of climate change

Clean and sustainable formulations benefit from a niche consumer base in El Salvador

Category Data

Table 25 - Sales of Deodorants by Category: Value 2019-2024

Table 26 - Sales of Deodorants by Category: % Value Growth 2019-2024

Table 27 - NBO Company Shares of Deodorants: % Value 2020-2024

Table 28 - LBN Brand Shares of Deodorants: % Value 2021-2024

Table 29 - Forecast Sales of Deodorants by Category: Value 2024-2029

Table 30 - Forecast Sales of Deodorants by Category: % Value Growth 2024-2029

HAIR CARE

Key Data Findings

2024 Developments

Salvadorans prioritise savings packaging as well as products with multi-benefit formulations

Industry increases options that democratise access to more effective ingredients in hair care

Supermarkets reaffirm their relevance with exclusive launches and frequent promotions

Prospects and Opportunities

Young generations internalise the concept that beauty rituals begin with hair care

Brand loyalty shifts towards ingredient loyalty

Natural ingredients and sustainability claims ensure the further development of hair care

Category Data

Table 31 - Sales of Hair Care by Category: Value 2019-2024

Table 32 - Sales of Hair Care by Category: % Value Growth 2019-2024

Table 33 - NBO Company Shares of Hair Care: % Value 2020-2024

Table 34 - LBN Brand Shares of Hair Care: % Value 2021-2024

Table 35 - LBN Brand Shares of Premium Hair Care: % Value 2021-2024

Table 36 - Forecast Sales of Hair Care by Category: Value 2024-2029

Table 37 - Forecast Sales of Hair Care by Category: % Value Growth 2024-2029

DEPILATORIES

Key Data Findings

2024 Developments

Depilatories experiences heightened price sensitivity with a downtrading effect on depilation products

The industry positions itself with affordable formats that include skin protection attributes

Supermarkets consolidate their distribution of women's razors and blades with a wide range of multipack promotional offers and private label

Prospects and Opportunities

More comprehensive depilatory habits as well as greater emphasis on intimate hygiene seen among young generations

Unisex options gain ground as cost-saving alternatives

Hair removers reinvent with innovative formulations seeking to connect with young Salvadoran women

Category Data

- Table 38 - Sales of Depilatories by Category: Value 2019-2024
- Table 39 - Sales of Depilatories by Category: % Value Growth 2019-2024
- Table 40 - NBO Company Shares of Depilatories: % Value 2020-2024
- Table 41 - LBN Brand Shares of Depilatories: % Value 2021-2024
- Table 42 - Forecast Sales of Depilatories by Category: Value 2024-2029
- Table 43 - Forecast Sales of Depilatories by Category: % Value Growth 2024-2029

ORAL CARE

Key Data Findings

2024 Developments

Young generations increasingly prioritise oral hygiene although the economic context is slowing down premiumisation of the category

Brands grow and develop segmented portfolios aimed at more specific preferences

Salvadorans diversify their purchasing points based on price

Prospects and Opportunities

Awareness of the importance of increasingly comprehensive oral care is more evident among young generations

Dental aesthetics is a growing aspirational topic among Salvadorans

Functional oral care is on the horizon

- Category Data
- Table 44 - Sales of Oral Care by Category: Value 2019-2024
 - Table 45 - Sales of Oral Care by Category: % Value Growth 2019-2024
 - Table 46 - NBO Company Shares of Oral Care: % Value 2020-2024
 - Table 47 - LBN Brand Shares of Oral Care: % Value 2021-2024
 - Table 48 - Forecast Sales of Oral Care by Category: Value 2024-2029
 - Table 49 - Forecast Sales of Oral Care by Category: % Value Growth 2024-2029

MEN'S GROOMING

Key Data Findings

2024 Developments

Modern Salvadoran men are more inclined to follow more comprehensive personal care routines

Brands are seeking a positioning strategy of enhanced sensory experiences while also focusing on affordability

Men's grooming is mainly distributed by direct selling with supermarkets strengthened by pricing strategies

Prospects and Opportunities

Generation Z men focus on their personal care habits favouring category expansion

Shaving among young generations of Salvadoran men evolves beyond facial shaving

Men's grooming innovates with comprehensive body-focused solutions

- Category Data
- Table 50 - Sales of Men's Grooming by Category: Value 2019-2024
 - Table 51 - Sales of Men's Grooming by Category: % Value Growth 2019-2024
 - Table 52 - NBO Company Shares of Men's Grooming: % Value 2020-2024
 - Table 53 - LBN Brand Shares of Men's Grooming: % Value 2021-2024
 - Table 54 - Forecast Sales of Men's Grooming by Category: Value 2024-2029
 - Table 55 - Forecast Sales of Men's Grooming by Category: % Value Growth 2024-2029

COLOUR COSMETICS

Key Data Findings

2024 Developments

Make-up routines continue to be embraced despite greater budgetary pressures

Industry focuses on greater segmentation strategies targeting connections with specific demographics

Direct selling is the most representative distribution channel for colour cosmetics with social notations

Prospects and Opportunities

Make-up routines are increasingly adopted by young generations of Salvadoran women, favouring sustained category growth
Cosmetics industry takes into account local climatic peculiarities in its offer
The skinification offer in colour cosmetics is evolving

Category Data

- Table 56 - Sales of Colour Cosmetics by Category: Value 2019-2024
- Table 57 - Sales of Colour Cosmetics by Category: % Value Growth 2019-2024
- Table 58 - NBO Company Shares of Colour Cosmetics: % Value 2020-2024
- Table 59 - LBN Brand Shares of Colour Cosmetics: % Value 2021-2024
- Table 60 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2021-2024
- Table 61 - Forecast Sales of Colour Cosmetics by Category: Value 2024-2029
- Table 62 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2024-2029

FRAGRANCES

Key Data Findings
2024 Developments
Mass-priced fragrances are an ally for Salvadorans seeking to maintain their beauty rituals during economically challenging times
Affordability and improved olfactory sensorial formulas go hand in hand as positioning strategies in fragrances
Frequent innovation in olfactory sensory experiences and affordability favour the positioning of direct sellers
Prospects and Opportunities
Young generations of Salvadorans adopt a routine use of fragrances, favouring the sustained growth of the category
"Dupe" fragrances remain in the introductory stage in El Salvador
Functional fragrances, the next step for the industry

Category Data

- Table 63 - Sales of Fragrances by Category: Value 2019-2024
- Table 64 - Sales of Fragrances by Category: % Value Growth 2019-2024
- Table 65 - NBO Company Shares of Fragrances: % Value 2020-2024
- Table 66 - LBN Brand Shares of Fragrances: % Value 2021-2024
- Table 67 - LBN Brand Shares of Premium Fragrances: % Value 2021-2024
- Table 68 - Forecast Sales of Fragrances by Category: Value 2024-2029
- Table 69 - Forecast Sales of Fragrances by Category: % Value Growth 2024-2029

SKIN CARE

Key Data Findings
2024 Developments
Salvadorans migrate towards skin care products designed for more specific areas of the body
The industry seeks to democratise ingredients perceived as premium
Direct selling remains relevant in skin care thanks to its broad reach and facilitation of credit
Prospects and Opportunities
Young generations take a more preventative approach to skin care, driving the development of the category
Salvadorans begin to look for specific ingredients in skin care, weakening loyalty to specific brands
Multi-benefit innovations become an increasingly important sales driver

Category Data

- Table 70 - Sales of Skin Care by Category: Value 2019-2024
- Table 71 - Sales of Skin Care by Category: % Value Growth 2019-2024
- Table 72 - NBO Company Shares of Skin Care: % Value 2020-2024
- Table 73 - LBN Brand Shares of Skin Care: % Value 2021-2024
- Table 74 - LBN Brand Shares of Premium Skin Care: % Value 2021-2024
- Table 75 - Forecast Sales of Skin Care by Category: Value 2024-2029
- Table 76 - Forecast Sales of Skin Care by Category: % Value Growth 2024-2029

SUN CARE

Key Data Findings
2024 Developments

Growing habit of using sun care for preventive health care favours category development

Beiersdorf AG strengthens its position in sun care with a strategy of marked product segmentation

A wide portfolio of brands, formats and ongoing promotions consolidate the lead of supermarkets in sales of sun care

Prospects and Opportunities

The adoption of new preventive habits favours the evolution of sun protection

Climate change affects seasonal demand for sun protection

Innovations in sun protection emphasise multiple benefits for skin care

Category Data

Table 77 - Sales of Sun Care by Category: Value 2019-2024

Table 78 - Sales of Sun Care by Category: % Value Growth 2019-2024

Table 79 - NBO Company Shares of Sun Care: % Value 2020-2024

Table 80 - LBN Brand Shares of Sun Care: % Value 2021-2024

Table 81 - LBN Brand Shares of Premium Adult Sun Care: % Value 2021-2024

Table 82 - Forecast Sales of Sun Care by Category: Value 2024-2029

Table 83 - Forecast Sales of Sun Care by Category: % Value Growth 2024-2029

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-el-salvador/report.