

Beauty and Personal Care in Colombia

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Report description:

Beauty and personal care experienced strong total current value growth in Colombia in 2023, partly driven by soaring inflation (9.28% in 2023 according to the DANE - The National Administrative Department of Statistics), which resulted in strong price hikes for beauty and personal care products (an average of 16% during the year). Even though living costs and limited household budgets forced consumers to become more cautious about their discretionary spending, by cutting back on expenses such as...

Euromonitor International's Beauty and Personal Care in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Beauty and Personal Care market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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