

Skin Care in Colombia

Market Direction | 2024-04-12 | 28 pages | Euromonitor

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Report description:

Skin care delivered double-digit growth in Colombia in 2023, showing a similar rate of growth to that seen in the previous year thanks to the great importance that Colombian consumers place on skin care routines. As in every other area of beauty and personal care, value growth in 2023 was boosted by unit price increases. As a result, more competitive pricing was particularly pressing given the decreasing purchasing power of consumers, linked to the high rate of inflation seen in 2023, which led...

Euromonitor International's Skin 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: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

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

Why buy this report?

- * Get a detailed picture of the Skin 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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SKIN CARE IN COLOMBIA

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Skin care enjoys growth in 2023, while mass brands enter direct selling catalogue

Facial care driven by hard science and medical approach

Strong innovation as consumers continue to look for high performance facial care products

PROSPECTS AND OPPORTUNITIES

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SOURCES

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