

## **Beauty and Personal Care Packaging in Colombia**

Market Direction | 2024-08-06 | 9 pages | Euromonitor

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### **Report description:**

Squeezable plastic tubes have maintained their leading position in Colombia's beauty and personal care packaging market in 2023 due to their practicality, versatility and alignment with consumer preferences. These tubes are favoured for packaging baby and child-specific products, skin care items and conditioners and treatments as they allow for precise dispensing and minimise waste. Global brands like Nivea and Johnson & Johnson utilise squeezable plastic tubes for their moisturising creams and...

Euromonitor International's Beauty and Personal Care Packaging in Colombia report offers insight into key trends and developments driving packaging across the category.

Product coverage: Baby and Child-specific Products Packaging, Bath and Shower Packaging, Colour Cosmetics Packaging, Deodorants Packaging, Depilatories Packaging, Fragrances Packaging, Hair Care Packaging, Men's Grooming Packaging, Oral Care Packaging, Skin Care Packaging, Sun Care Packaging.

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 Packaging 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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Euromonitor International

November 2024

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BEAUTY AND PERSONAL CARE PACKAGING IN COLOMBIA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Squeezable plastic tubes the leading pack type due to their flexibility and ease of use

Flexible aluminium/plastic gaining share from HDPE bottles in hair care

The most popular pack size continues to be 100ml

PROSPECTS AND OPPORTUNITIES

The 100ml pack size is expected to gain share thanks to its convenience and portability

Sustainability will continue to gain increasing attention from industry players

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