

Personal Care Appliances in Colombia

Market Direction | 2024-12-12 | 37 pages | Euromonitor

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Report description:

Sales of personal care appliances saw strong growth in retail volume terms in 2024 despite the prevailing economic challenges facing many households. Hair care appliances, in particular, continued to achieve excellent results with these products being extremely popular among Colombian consumers. Unlike many other products, the purchase of these appliances is not solely driven by price and necessity as they are often seen as aspirational goods. In Colombian society, the importance of beauty and p...

Euromonitor International's Personal Care Appliances 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. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, format trends or distribution issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Body Shavers, Electric Facial Cleansers, Hair Care Appliances, Oral Care Appliances, Other Personal Care Appliances.

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

Why buy this report?

- * Get a detailed picture of the Personal Care Appliances 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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