

Colombia Deodorant Market Report and Forecast 2025-2034

Market Report | 2025-05-28 | 117 pages | EMR Inc.

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Report description:

The Colombia deodorant market reached USD 178.38 Million in 2024. The market is projected to grow at a CAGR of 3.70% between 2025 and 2034, reaching almost USD 256.53 Million by 2034.

Colombia Deodorant Market Growth

In 2022, Colombia's GDP recorded a year-on-year growth of 7.50%. Per capita GDP witnessed a year-on-year surge of \$434, pointing towards an increase in consumers' purchasing power. In 2022, people spent \$323 million on purchasing personal care and beauty products, which made Colombia among the top five markets in Latin America for makeup and cosmetics.

Cruelty-free deodorants are extremely popular among Colombian consumers. Through Law 2047, the Colombian government has discouraged the production, marketing, importing, and testing of any cosmetic/grooming products that are animal tested.

The emerging focus on sustainability is expected to drive the market growth. There is a growing usage of natural ingredients and raw materials such as eucalyptus, peppermint, lemon, rosemary, and lavender, among others. Refillable deodorant cases are expected to become the most popular form of packaging among deodorant manufacturers as they minimise waste generation and utilise recycled paperboard.

Increasing living standards and rising consciousness for personal hygiene are expected to drive the demand for aluminium-free deodorants over the forecast period. Roll-ons are expected to remain one of the most popular formats of deodorant application.

Colombia Deodorant Industry Segmentation

Colombia Deodorant Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

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Market Breakup by Type

- Gel
- Cream
- Spray
- Roll-On
- Stick
- Wipes
- Others

Market Breakup by Gender

- Male
- Female
- Unisex

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Convenience Stores
- Online
- Others

Colombia Deodorant Market Share

Based on distribution channel, the market can be divided into supermarkets and hypermarkets, convenience stores, and online, among others. Over the forecast period, online distribution channels are expected to become one of the leading market segments, as smartphone penetration and internet accessibility drive the sales of deodorants from e-commerce across the country.

Leading Companies in the Colombia Deodorant Market

The report provides a detailed analysis of the following key players in the market, covering their competitive landscape and latest developments like mergers and acquisitions, investments, and capacity expansion.

- Beiersdorf AG
- Procter & Gamble Co.
- L'oreal S.A.
- Colgate-Palmolive Company
- Unilever Plc
- L'Occitane International S.A.
- Others

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Major market players are focusing on adopting personalised messaging strategies and creating customised deodorant labels to attract Gen Z towards their brands.

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