

Colombia Shampoo Market Report and Forecast 2025-2034

Market Report | 2025-05-28 | 140 pages | EMR Inc.

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Report description:

The Colombia shampoo market size is estimated to expand at a CAGR of 4.30% between 2025 and 2034.

The Colombia shampoo market growth is primarily driven by the increasing concern for hair health among the population. People are becoming more aware of the importance of maintaining good hair hygiene, which has also led to a rise in the demand for shampoos. Colombia has a diverse population with different hair types and textures, ranging from straight to curly. The country's tropical climate can also contribute to specific hair problems such as dryness, frizz, or increased oiliness. As a result, there is a growing demand for shampoos that are specifically designed to address these weather-related issues and help maintain healthy hair in different conditions.

Colombian consumers are increasingly seeking shampoos that are free of synthetic chemicals, parabens, sulphates, and artificial fragrances. They are prioritising formulations that use natural ingredients, as these products offer better hair health benefits and have a reduced environmental impact. The demand for organic shampoos aligns with the global movement towards sustainability and ethical consumerism, emphasising the desire for products that promote personal well-being while also being environmentally conscious.

Nowadays, there is a significant increase in the demand for men's hair care products including shampoo. Traditionally, men had limited grooming routines, but they are now more willing to use specialised products to address specific hair problems such as dandruff, premature baldness, and thinning hair. To meet this growing demand, manufacturers are offering innovative and diversified options for men, leading to the Colombia shampoo market expansion.

Market Segmentation

Colombia Shampoo 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 Product Type:

- Medicated
- Non-medicated

Market Breakup by Price Category:

- Mass
- Premium

Market Breakup by End User:

- Men
- Women
- Kids

Market Breakup by Distribution Channel:

- Supermarkets/Hypermarkets
- Convenience Stores
- Drug Stores and Pharmacies
- Online
- Others

Competitive Landscape

The market participants are focusing on the production of medicated and especially curated hair shampoos to address scalp and hair-related problems of consumers.

- L'Oreal SA
- Unilever Plc
- Johnson & Johnson Consumer Inc.
- Procter and Gamble Company
- Natura and Co.
- Laboratorio Maria Salome SAS
- Others

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