

Bath and Shower in Colombia

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Abstracts

The impact of inflation and the cost of living crisis triggered volume decline in almost all bath and shower categories in Colombia in 2023. Bar soap recovered share in comparison to liquid soap due to its more accessible prices and value-added features in terms of both packaging and ingredients. Skinification also reached bath and shower as the category witnessed the inclusion of prebiotics and collagen to moisturise and regenerate, respectively, through new formulations, not only in bar soaps...

Euromonitor International's Bath and Shower 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: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

Get a detailed picture of the Bath and Shower 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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