

# Belleza Express SA in Beauty and Personal Care (Colombia)

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## Abstracts

Belleza Express strives to remain one of the fastest growing companies in beauty and personal care, with the company continuing to enter new national markets and exporting to 15 countries in the Americas. The company focuses on building leading and differentiated brands in personal care mainly, but also OTC medicines, offering popular brands such as Arrurru, Aromasense and Stay Off.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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

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leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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