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Mass Beauty and Personal Care in Colombia

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Abstracts

Mass beauty and personal care enjoyed double-digit growth in Colombia in 2023, consolidating pre-pandemic levels. However, growth was largely due to inflationary pressures, which led consumers to explore mass brands because of their lower purchasing power as the prices of energy and groceries continued their upward trend (with inflation at 9.28% in 2023 according to the DANE - The National Administrative Department of Statistics). One might have expected mass ranges to benefit from the precariou...

Euromonitor International's Mass Beauty and Personal Care 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: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin Care.

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

Why buy this report?

Get a detailed picture of the Mass Beauty and Personal Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and leading brands;

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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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