

Mass Beauty and Personal Care in Colombia

<https://marketpublishers.com/r/MAF85291156EN.html>

Date: May 2023

Pages: 22

Price: US\$ 990.00 (Single User License)

ID: MAF85291156EN

Abstracts

Mass beauty and personal care still accounted for significantly more value sales than premium in 2022. However, its current value growth was significantly lower. High inflation, due to factors such as continuing global supply disruptions and local currency devaluation, which made imports in particular more expensive, dampened volume sales somewhat. In addition, the impact of inflation was more severe on mass products, as its consumers are much more price sensitive. That being said, there was gro...

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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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;

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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