



# Skin Care in Colombia

April 2024

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## Skin Care in Colombia - Category analysis

### KEY DATA FINDINGS

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Skin care enjoys growth in 2023, while mass brands enter direct selling catalogue  
Facial care driven by hard science and medical approach  
Strong innovation as consumers continue to look for high performance facial care products

#### PROSPECTS AND OPPORTUNITIES

Blurring lines between skin care and colour cosmetics will create challenges for future growth  
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