

# Men's Grooming in Colombia

April 2024

Table of Contents

## Men's Grooming in Colombia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Volume decline does not stop several new product launches  
Price sensitivity is high  
Working to enhance shaving experience and demystify body hair removal

#### PROSPECTS AND OPPORTUNITIES

Men's grooming could suffer from future product withdrawals  
Performance will depend on pricing  
Potential for skinification trend to develop in men's grooming

#### CATEGORY DATA

Table 1 - Sales of Men's Grooming by Category: Value 2018-2023  
Table 2 - Sales of Men's Grooming by Category: % Value Growth 2018-2023  
Table 3 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023  
Table 4 - Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023  
Table 5 - NBO Company Shares of Men's Grooming: % Value 2019-2023  
Table 6 - LBN Brand Shares of Men's Grooming: % Value 2020-2023  
Table 7 - LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023  
Table 8 - Forecast Sales of Men's Grooming by Category: Value 2023-2028  
Table 9 - Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

## Beauty and Personal Care in Colombia - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for beauty and personal care?

### MARKET DATA

Table 10 - Sales of Beauty and Personal Care by Category: Value 2018-2023  
Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023  
Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023  
Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023  
Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023  
Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023  
Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023  
Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028  
Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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