



Premium Beauty and Personal Care in Colombia

April 2024

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Premium Beauty and Personal Care in Colombia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Beauty specialists enjoy rising demand and invest in experiential retail
Growing interest in dermocosmetics brands
Skinification spreads to other categories, such as hair care and bath and shower

PROSPECTS AND OPPORTUNITIES

Premium beauty and personal care set to grow at a healthy pace
Premium players must invest in innovation to retain consumer interest
Premium brands need to address legislation due to increasing demand for dermocosmetics

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Beauty and Personal Care in Colombia - Industry Overview

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