



# Health and Beauty Specialists in Colombia

March 2024

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## Health and Beauty Specialists in Colombia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Health and beauty specialists continue to perform strongly in 2023  
Farmatodo outperforms during the cost-of-living crisis  
Strategic brand partnerships important in the crowded beauty landscape

#### PROSPECTS AND OPPORTUNITIES

Health and wellbeing trend offers significant opportunities for health and beauty specialists  
Increasingly competitive market  
Optical goods stores more resilient

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