



Deodorants in Colombia

May 2026

Table of Contents

Deodorants in Colombia - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smaller Brands Innovate by Targeting Niche Consumers and Formats

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Deodorants

INDUSTRY PERFORMANCE

Smaller Brands Innovate by Targeting Niche Consumers and Formats

Chart 2 - Smaller Brands Drive Innovation

Roll-Ons Lead Growth Amid Format Shifts Driven by Private Label and Performance

Skinification Trend Reshapes Deodorants with Efficacy and Skincare Benefits

Chart 3 - Skinification Gathers Pace

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Temperatures and Active Lifestyles Expected to Boost Demand for Effective Deodorants

Roll-Ons Set to Continue Dominating Sales

Skin-Friendly Innovations and Premiumisation Projected to Reshape Consumer Choices and Business Strategies

Chart 7 - Analyst Insight for Deodorants

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Defend Positions Amid Rising Competitive Pressures and Shifting Consumer Preferences

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Direct Selling Leads While E-Commerce Surges with Competitive Pricing

Offline Retail Remains Dominant with Grocery Retailers Maintaining Stronghold

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Deodorants

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Deodorants

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Colombia - Industry Overview](#)

EXECUTIVE SUMMARY

Middle Eastern-Inspired Fragrances and K-Beauty Brands Boost Masstige Sales and Retailer Footfall

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Middle Eastern-Inspired Fragrances and K-Beauty Brands Boost Masstige Sales and Retailer Footfall

Chart 21 - Middle Eastern-Inspired Fragrances and K-Beauty Accelerate Masstige and Specialist Retailer Growth

Colour Cosmetics and Salon Hair Care Drive Growth as Consumers Engage with Accessible Luxury

Cerave and Isdin Push New Sustainability and Transparency Standards

Chart 22 - Sustainability is Influencing Innovation

Chart 23 - Brands Reinforce Value Propositions

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Incomes to Propel Masstige Beauty Demand

Chart 27 - Analyst Insight for Beauty and Personal Care

Tech-Enabled Discovery Hubs Set to Transform Shopper Experience

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Belstar Strengthens Omnichannel Reach as Rivals Innovate on Digital Engagement

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

CHANNELS

Direct Selling Dominates Beauty Market Dynamics

Retail E-Commerce Poised for Growth Despite Challenges

Chart 32 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Beauty and Personal Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Beauty and Personal Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/deodorants-in-colombia/report.