

Premium Beauty and Personal Care in Colombia

April 2024

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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
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Beauty and Personal Care in Colombia - Industry Overview

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DISCLAIMER

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