



Beauty and Personal Care Packaging in Colombia

August 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Squeezable plastic tubes the leading pack type due to their flexibility and ease of use

Flexible aluminium/plastic gaining share from HDPE bottles in hair care

The most popular pack size continues to be 100ml

PROSPECTS AND OPPORTUNITIES

The 100ml pack size is expected to gain share thanks to its convenience and portability

Sustainability will continue to gain increasing attention from industry players

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