



# 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  
Premium players must invest in innovation to retain consumer interest  
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