



**Euromonitor
International**

Personal Care Appliances in Colombia

February 2026

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Personal Care Appliances in Colombia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Innovation and convenience support steady category growth

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INDUSTRY PERFORMANCE

Consumers prioritise personal grooming with innovative products

Hair care appliances dominate market share in 2025

Body shavers drive dynamic growth in 2025

Chart 3 - Men's Grooming Growing Trend Inspiring New Products

WHAT'S NEXT?

Consumers drive growth with premium and smart products

Body shavers and hair care appliances lead growth

Innovation and premiumisation shape future sales

COMPETITIVE LANDSCAPE

Spectrum Brands solidifies leadership with diverse product range

No significant mergers or acquisitions in 2025 or 2026

CHANNELS

Hypermarkets lead sales with strong retail presence

Retail e-commerce grows with increased consumer trust

No new retail brands or concepts anticipated to emerge in 2026

PRODUCTS

Remington drives innovation with convenience and smart features

Conair and remington innovate with multi-functionality and ai

Innovations drive business growth in personal care appliances

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Chart 5 - Conair Launches a Collection of Hair Care Appliances Infused with Hyaluronic Acid

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Consumer Appliances in Colombia - Industry Overview

EXECUTIVE SUMMARY

Resilient growth supported by health, innovation, and digitalisation

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INDUSTRY PERFORMANCE

Robust growth in appliance sales despite weather-related softness

Home laundry appliances leads growth as hygiene and performance features resonate

Health and wellness continues to shape product innovation and purchasing priorities

Chart 8 - Midea Launches HealthGuard Technology to Prevent Bacteria and Bad Odours

WHAT'S NEXT?

Strong growth driven by innovation and improving consumer sentiment

Home laundry remains core as air conditioners gain momentum

Innovation, sustainability, and services shape long-term competitiveness

Chart 9 - Growth Decomposition of Consumer Appliances 2024-2029

COMPETITIVE LANDSCAPE

Midea gains share through innovative health-focused products

Emerging players and future opportunities

CHANNELS

Hypermarkets lead distribution channels with strong promotions

Retail e-commerce grows with competitive pricing and promotions

No emerging retail brands or concepts in 2026

PRODUCTS

LG and Whirlpool drive innovation with multifunctional designs

Segmented consumer focus drives demand for pet-friendly appliances

Innovation and consumer focus drive business growth

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