



Beauty and Personal Care Packaging in Colombia

October 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Steady growth in beauty and personal care packaging influenced by consumer behaviour and e-commerce demands
NFTs introduced in beauty and personal care packaging to prevent counterfeiting
The 75ml and 100ml pack sizes are popular for balancing portability and cost efficiency

PROSPECTS AND OPPORTUNITIES

Beauty and personal care packaging demand will be driven by natural ingredients, digital influences and socioeconomic mobility
Regulatory changes are reshaping sustainable packaging in the beauty and personal care industry moving towards 2030

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Beauty and Personal Care Packaging in Colombia - Company Profiles

Packaging Industry in Colombia - Industry Overview

EXECUTIVE SUMMARY

Packaging in 2024: The big picture
2024 key trends
Small and on-the-go formats gain ground across food packaging
PET bottles remain the dominant format in non-alcoholic beverages
Metal beverage cans gain ground on glass bottles in alcoholic drinks
Sustainability and new labelling rules reshape beauty and personal care packaging
Innovation and refills drive home care packaging growth
Flexible paper/plastic the dominant pack type in dynamic cat treats and mixers category

PACKAGING LEGISLATION

Regulatory labelling shapes competitive landscape for plant-based dairy
Colombia’s single-use plastics ban drives shift to sustainable packaging
Colombia sets 2030 targets for sustainable single-use packaging

RECYCLING AND THE ENVIRONMENT

Colombia accelerates PET recycling and rPET adoption
Sustainability trends driving change in pet food packaging
Regulatory pressure drives sustainability shifts in beauty and personal care packaging
Table 1 - Overview of Packaging Recycling and Recovery in Colombia: 2022/2023 and Targets for 2024

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