



Euromonitor
International

Mass Beauty and Personal Care in Colombia

May 2026

Table of Contents

[Mass Beauty and Personal Care in Colombia - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Mass Beauty and Personal Care

INDUSTRY PERFORMANCE

Steady Growth Driven by Value-Conscious Consumers Amid Economic Stabilisation

Aromasense Leverages Middle Eastern Perfumery to Capture Trend-Driven Mass Consumers

Chart 2 - Trend-Led Mass Beauty Reshaping Consumer Habits

Chart 3 - Value Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Expected to Prioritise Value and Omnichannel Shopping Amid Economic Caution

Mass Skin Care to Dominate Value Sales While Colour Cosmetics Leads Growth

Brands Set to Leverage Digital Innovation and Ingredient Transparency to Capture Younger Consumers

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Maintain Dominance Amid Shifting Market Shares

Innovation and Private Label Growth Reshape Competitive Dynamics and Consumer Choices

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Mass Beauty and Personal Care

Chart 10 - Real Gdp Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Mass Beauty and Personal Care

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Colombia - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Middle Eastern-Inspired Fragrances and K-Beauty Brands Boost Masstige Sales and Retailer Footfall

Chart 17 - Middle Eastern-Inspired Fragrances and K-Beauty Accelerate Masstige and Specialist Retailer Growth
Colour Cosmetics and Salon Hair Care Drive Growth as Consumers Engage with Accessible Luxury
Cerave and Isdin Push New Sustainability and Transparency Standards

Chart 18 - Sustainability is Influencing Innovation

Chart 19 - Brands Reinforce Value Propositions

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Incomes to Propel Masstige Beauty Demand

Chart 23 - Analyst Insight for Beauty and Personal Care

Tech-Enabled Discovery Hubs Set to Transform Shopper Experience

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Belstar Strengthens Omnichannel Reach as Rivals Innovate on Digital Engagement

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Direct Selling Dominates Beauty Market Dynamics

Retail E-Commerce Poised for Growth Despite Challenges

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Beauty and Personal Care

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Beauty and Personal Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/mass-beauty-and-personal-care-in-colombia/report.