



Euromonitor  
International

# Hair Care in Colombia

May 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Rising Consumer Sophistication and Social Media Fuel Growth in Function-Driven Formulations

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Hair Care

### INDUSTRY PERFORMANCE

Rising Consumer Sophistication and Social Media Fuel Growth in Function-Driven Formulations

Chart 2 - Functional Actives Redefine Value in Colombian Hair Care

Salon Professional Hair Care Surges Amid Trading-Up and Science Demand

Brands Leverage Digital Storytelling to Boost Hair Oils

Chart 3 - Hair Oil Goes from Shine to Strength in Colombia

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

### WHAT'S NEXT?

Consumers Set to Prioritise Scalp Health and Sustainability for Long-Term Hair Resilience

Mass Brands Projected to Expand Value with Masstige and Personalised Hair Care Solutions

Chart 7 - Analyst Insight for Hair Care

South Korean Brands and E-Commerce Set to Fuel Innovation and Market Dynamism

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Leading Manufacturers Adapt Strategies to Sustain Dominance Amid Evolving Shares

Emerging Brands and Experiential Retail Reshape Market Dynamics and Growth Potential

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

### CHANNELS

Grocery Retailers Maintain Dominance While Discounters Accelerate Growth

Retail E-Commerce Continues to Grow Amid Stable Direct Selling Presence

Chart 12 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 13 - Economic Context for Hair Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 16 - Consumer Context for Hair Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

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

### EXECUTIVE SUMMARY

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

## KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 20 - 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 21 - 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 22 - Sustainability is Influencing Innovation

Chart 23 - Brands Reinforce Value Propositions

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - Value Sales by Category 2025

### WHAT'S NEXT?

Rising Incomes to Propel Masstige Beauty Demand

Chart 27 - Analyst Insight for Beauty and Personal Care

Tech-Enabled Discovery Hubs Set to Transform Shopper Experience

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Belstar Strengthens Omnichannel Reach as Rivals Innovate on Digital Engagement

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

### CHANNELS

Direct Selling Dominates Beauty Market Dynamics

Retail E-Commerce Poised for Growth Despite Challenges

Chart 32 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 33 - Economic Context for Beauty and Personal Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 36 - Consumer Context for Beauty and Personal Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - 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/hair-care-in-colombia/report](http://www.euromonitor.com/hair-care-in-colombia/report).