



Euromonitor
International

Bath and Shower in Colombia

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Brands Adapt Portfolio and Promotions to Maintain Volume Amid Cautious Spending

INDUSTRY PERFORMANCE

Brands Adapt Portfolio and Promotions to Maintain Volume Amid Cautious Spending

Chart 1 - Volume Resilience is Being Driven by Promotional Intensity

Bar Soap Retains Largest Volume While Liquid Formats Drive Growth through Innovation

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Brands Expected to Embrace Premium Innovation While Managing Price Sensitivity to Sustain Growth

Bar Soap Set to Remain Largest by Value as Liquid Formats Lead Growth Momentum

Companies Expected to Leverage Skinification and Sustainability Trends to Enhance Consumer Appeal

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Defend Shares through Broad Portfolios and Distribution

Fragrance Innovation and Omnichannel Expansion Create Growth Opportunities

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead While Specialists and E-Commerce Gain Traction

Brands Innovate with Wellness Positioning and Experiential Retail to Capture Consumers

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Bath and Shower

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Bath and Shower

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - 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 Mass-tige Sales and Retailer Footfall

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - 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 18 - 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 19 - Sustainability is Influencing Innovation

Chart 20 - Brands Reinforce Value Propositions

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Incomes to Propel Masstige Beauty Demand

Chart 24 - Analyst Insight for Beauty and Personal Care

Tech-Enabled Discovery Hubs Set to Transform Shopper Experience

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Belstar Strengthens Omnichannel Reach as Rivals Innovate on Digital Engagement

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Direct Selling Dominates Beauty Market Dynamics

Retail E-Commerce Poised for Growth Despite Challenges

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Beauty and Personal Care

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Beauty and Personal Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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/bath-and-shower-in-colombia/report.