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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