



Euromonitor
International

Beauty and Personal Care Packaging in Colombia

October 2025

Table of Contents

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

DISCLAIMER

[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

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/beauty-and-personal-care-packaging-in-colombia/report.