



Depilatories in Colombia

May 2025

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Economic uncertainties inspire “home spa” trends in 2024, benefiting depilatories
Reckitt Benckiser maintains its overall strength, while Proctor & Gamble dominates women’s pre-shave
Hypermarkets remains a popular channel for depilatories in Colombia

PROSPECTS AND OPPORTUNITIES

Women’s razors and blades poised for highest growth rate in the coming years
Sustainability will continue to shape the development of depilatories
Product innovation will increasingly prioritise multifunctionality

CATEGORY DATA

- Table 1 - Sales of Depilatories by Category: Value 2019-2024
- Table 2 - Sales of Depilatories by Category: % Value Growth 2019-2024
- Table 3 - Sales of Women's Razors and Blades by Type: % Value Breakdown 2020-2024
- Table 4 - NBO Company Shares of Depilatories: % Value 2020-2024
- Table 5 - LBN Brand Shares of Depilatories: % Value 2021-2024
- Table 6 - Forecast Sales of Depilatories by Category: Value 2024-2029
- Table 7 - Forecast Sales of Depilatories by Category: % Value Growth 2024-2029

Beauty and Personal Care in Colombia - Industry Overview

EXECUTIVE SUMMARY

- Beauty and personal care in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- What next for beauty and personal care?

MARKET DATA

- Table 8 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 9 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 10 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 11 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 12 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 13 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 14 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 15 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 16 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 17 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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