

# Fragrances in Colombia

May 2025

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# Fragrances in Colombia - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Premium fragrances drive category growth in 2024 Consumers increasingly favour mass fragrances, particularly those associated with nature Beauty specialists trails direct selling amid evolving consumer preferences

# PROSPECTS AND OPPORTUNITIES

Smaller sizes offer even more growth potential amid a sunny outlook Brand launches will focus on intense fragrances to enable differentiation Demand for sustainable packaging expected to gather pace

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