

# **Colour Cosmetics in Colombia**

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# Colour Cosmetics in Colombia - Category analysis

# **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Colour cosmetics maintain robust growth in both mass and premium terms Expansion supported by innovation and new entries A new beauty landscape emerges

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Positive outlook for colour cosmetics Colour cosmetics and skin care expected to blur together with the launch of new products Mass investment will dynamise colour cosmetics

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