



**Euromonitor
International**

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

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/depilatories-in-colombia/report.