



Deodorants in Colombia

May 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Healthy value growth due to increased use and change of format
- Colgate-Palmolive increases its share in deodorants in 2024
- Discounters enjoys dynamic performance by embracing popular brands

PROSPECTS AND OPPORTUNITIES

- Positive outlook for deodorants in the coming years
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Beauty and Personal Care in Colombia - Industry Overview

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DISCLAIMER

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- Summary 1 - Research Sources

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