



Euromonitor
International

Baby and Child-Specific Products in Colombia

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Muted growth in 2024, with baby and child-specific sun care best performing subcategory
- Bivien reformulates and aims to grow consumer base
- Hypermarkets faces pressure from hard discounter launch

PROSPECTS AND OPPORTUNITIES

- Falling birth rates present a significant threat to the future of baby and child-specific products
- Growth will be supported by innovation and sophisticated formulations
- Baby and child-specific products to see more developments

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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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