



Euromonitor  
International

# Premium Beauty and Personal Care in Colombia

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Premium beauty and personal care outperform mass counterparts  
L'Oreal leads premium beauty and personal care in 2024  
Sophisticated consumers support rising demand for premium products

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Beauty and Personal Care in Colombia - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/premium-beauty-and-personal-care-in-colombia/report](http://www.euromonitor.com/premium-beauty-and-personal-care-in-colombia/report).