



Euromonitor
International

Skin Care in Colombia

May 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colombian Skin Care Space Remains Attractive Amid Maturing Market Dynamics

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Skin Care

INDUSTRY PERFORMANCE

Colombian Skin Care Space Remains Attractive Amid Maturing Market Dynamics

Body Care Leads in Value While Facial Care Shows Dynamic Expansion

Chart 2 - Actives Are Redefining Mass Skin Care

Digital Influence and Active Ingredients Shape Consumer Preferences

Chart 3 - Bio-Active Sustainability is Driving Portfolio Expansion

Growing Presence of K-Beauty Drives Responsive Innovation in Mainstream Brands

Chart 4 - K-beauty Elevates Innovation Standards

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Set to Drive Targeted Growth and Premiumisation by Adopting Specialised Products

Format Innovation and Multifunctionality Enhance Consumer Convenience and Engagement

Global Brands and Sustainability Credentials Expected to Shape Competitive Strategies and Consumer Choices

Chart 8 - Analyst Insight for Skin Care

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Positions Amid Moderate Concentration Shifts

Innovative Body Serums and Active Formulations Drive Category Expansion

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Direct Selling Drives Leadership While E-Commerce Accelerates Growth

Hybrid Selling Dynamic Characterises Colombian Skin Care

Pharmacy Private Labels and Hybrid E-Commerce Models Gain Momentum in Retail Evolution

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Skin Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Skin Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

Middle Eastern-Inspired Fragrances and K-Beauty Brands Boost Masstige Sales and Retailer Footfall

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Middle Eastern-Inspired Fragrances and K-Beauty Brands Boost Masstige Sales and Retailer Footfall

Chart 22 - Middle Eastern-Inspired Fragrances and K-Beauty Accelerate Masstige and Specialist Retailer Growth

Colour Cosmetics and Salon Hair Care Drive Growth as Consumers Engage with Accessible Luxury

Cerave and Isdin Push New Sustainability and Transparency Standards

Chart 23 - Sustainability is Influencing Innovation

Chart 24 - Brands Reinforce Value Propositions

Chart 25 - Value Sales 2020-2030

Chart 26 - Volume Sales 2020-2030

Chart 27 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Incomes to Propel Masstige Beauty Demand

Chart 28 - Analyst Insight for Beauty and Personal Care

Tech-Enabled Discovery Hubs Set to Transform Shopper Experience

Chart 29 - Forecast Value Sales 2020-2030

Chart 30 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Belstar Strengthens Omnichannel Reach as Rivals Innovate on Digital Engagement

Chart 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

CHANNELS

Direct Selling Dominates Beauty Market Dynamics

Retail E-Commerce Poised for Growth Despite Challenges

Chart 33 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 34 - Economic Context for Beauty and Personal Care

Chart 35 - Real Gdp Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Beauty and Personal Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/skin-care-in-colombia/report.