

# Fragrances in Colombia

April 2024

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# Fragrances in Colombia - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Positive outlook for fragrances, driven by indulgence trend Smaller pack sizes gain greater traction, while on message marketing drives growth Premium brands continue to bet on Colombian market

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Consumers still want to shop from well-established retailers Growing competition from fragrance "dupes" could have negative impact on sales Sustainability and genderless options to increasingly influence fragrances

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