

Fragrances in Colombia

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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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DISCLAIMER

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