

# **Baby and Child-Specific Products in Colombia**

April 2024

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#### Baby and Child-Specific Products in Colombia - Category analysis

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#### 2023 DEVELOPMENTS

Growth momentum continues for baby and child-specific products in 2023 Baby and child specific sun care sees the fastest growth Parents continue to favour natural ingredients and organic products

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Steady growth will only be supported by innovation and more sophisticated formulations Older children are expected to take a greater role in purchasing decisions Declining birth rate raises concerns about maintaining growth

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