

# Consumer Health in Colombia

<https://marketpublishers.com/r/CDD134AE436EN.html>

Date: September 2023

Pages: 105

Price: US\$ 2,650.00 (Single User License)

ID: CDD134AE436EN

## Abstracts

In 2023, Colombians returned to their familiar routines, with increasing social activity and hectic lifestyles leading to an increase in cases of cold and benefiting most OTC categories. However, the opposite trend is being observed in vitamins and dietary supplements, for example, which has seen a waning of demand, as inflationary pressures have led Colombians to prioritise their expenditure and favour remedies that offer relief of minor ailments rather than products oriented to prevention.

Euromonitor International's Consumer Health in Colombia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Health market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

### CONSUMER HEALTH IN COLOMBIA

#### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

#### MARKET INDICATORS

Table 1 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 2 Life Expectancy at Birth 2018-2023

#### MARKET DATA

Table 3 Sales of Consumer Health by Category: Value 2018-2023

Table 4 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 6 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 7 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 8 Distribution of Consumer Health by Format: % Value 2018-2023

Table 9 Distribution of Consumer Health by Format and Category: % Value 2023

Table 10 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 11 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

#### APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

#### DISCLAIMER

#### DEFINITIONS

#### SOURCES

Summary 1 Research Sources

### ANALGESICS IN COLOMBIA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rapid relief: the key feature in analgesics

Demand for aspirin plummets

Inflationary pressures are benefiting demand for generics

## PROSPECTS AND OPPORTUNITIES

Analgesics to benefit from adoption of healthier habits

Diclofenac is not anticipated to see significant growth

CBD and cannabis in formulation of topical analgesics

## CATEGORY DATA

Table 12 Sales of Analgesics by Category: Value 2018-2023

Table 13 Sales of Analgesics by Category: % Value Growth 2018-2023

Table 14 NBO Company Shares of Analgesics: % Value 2019-2023

Table 15 LBN Brand Shares of Analgesics: % Value 2020-2023

Table 16 Forecast Sales of Analgesics by Category: Value 2023-2028

Table 17 Forecast Sales of Analgesics by Category: % Value Growth 2023-2028

## COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN COLOMBIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand for cold/cough remedies tends to stabilise

Herbal/traditional growing fast in cough remedies

Increasing knowledge about allergy symptoms

## PROSPECTS AND OPPORTUNITIES

Self-medication drives sales of cold, cough and allergy (hay fever) remedies.

Increasing presence of cough/cold remedies at discounters

Pharyngeal preparations to see strong growth

## CATEGORY DATA

Table 18 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023

Table 19 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023

Table 20 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023

Table 21 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023

Table 22 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028

Table 23 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

## DIGESTIVE REMEDIES IN COLOMBIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Back to routines and mental health issues benefiting digestive remedies

Antacids the best performer

Electrolit gaining market share

#### PROSPECTS AND OPPORTUNITIES

Convenience and rapid relief to drive sales

Discounters broadening portfolio of medicines

Availability of OTC proton pump inhibitors to remain limited

#### CATEGORY DATA

Table 24 Sales of Digestive Remedies by Category: Value 2018-2023

Table 25 Sales of Digestive Remedies by Category: % Value Growth 2018-2023

Table 26 NBO Company Shares of Digestive Remedies: % Value 2019-2023

Table 27 LBN Brand Shares of Digestive Remedies: % Value 2020-2023

Table 28 Forecast Sales of Digestive Remedies by Category: Value 2023-2028

Table 29 Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

#### DERMATOLOGICALS IN COLOMBIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Dermatologicals sees revival of growth

Lice treatments growing but not recovered yet

Hair loss OTC options remain popular despite deceleration

#### PROSPECTS AND OPPORTUNITIES

Different uses drive topical germicidals

Topical antifungals expected to see growth of generics

Bayer introduces Mexsana Medical

#### CATEGORY DATA

Table 30 Sales of Dermatologicals by Category: Value 2018-2023

Table 31 Sales of Dermatologicals by Category: % Value Growth 2018-2023

Table 32 NBO Company Shares of Dermatologicals: % Value 2019-2023

Table 33 LBN Brand Shares of Dermatologicals: % Value 2020-2023

Table 34 LBN Brand Shares of Hair Loss Treatments: % Value 2020-2023

Table 35 Forecast Sales of Dermatologicals by Category: Value 2023-2028

Table 36 Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

#### NRT SMOKING CESSATION AIDS IN COLOMBIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

NRT facing competition from e-vapour products

Innovation is non-existent in NRT

Only one brand in the market

#### PROSPECTS AND OPPORTUNITIES

Decline in smoking prevalence impacting demand

Tobacco companies to shift to reduced risk products

Reinforcement of anti-tobacco campaigns

#### CATEGORY INDICATORS

Table 37 Number of Smokers by Gender 2018-2023

#### CATEGORY DATA

Table 38 Sales of NRT Smoking Cessation Aids by Category: Value 2018-2023

Table 39 Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2018-2023

Table 40 NBO Company Shares of NRT Smoking Cessation Aids: % Value 2019-2023

Table 41 LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2020-2023

Table 42 Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2023-2028

Table 43 Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2023-2028

#### SLEEP AIDS IN COLOMBIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Herbal/traditional remedies seen as first choice

Alternative sleep aids

Significant innovations have not emerged

##### PROSPECTS AND OPPORTUNITIES

Melatonin to OTC?

Domestic companies stand out

CBD in Colombia: available but limited adoption

#### CATEGORY DATA

Table 44 Sales of Sleep Aids: Value 2018-2023

Table 45 Sales of Sleep Aids: % Value Growth 2018-2023

Table 46 NBO Company Shares of Sleep Aids: % Value 2019-2023

Table 47 LBN Brand Shares of Sleep Aids: % Value 2020-2023

Table 48 Forecast Sales of Sleep Aids: Value 2023-2028

Table 49 Forecast Sales of Sleep Aids: % Value Growth 2023-2028

#### EYE CARE IN COLOMBIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Increasing prevalence of dry eye

Standard eye care gaining space on retailers' shelves

Laboratorios Alcon and Allergan retain leadership

##### PROSPECTS AND OPPORTUNITIES

Optimistic outlook for eye care

Prices will increase in relevance

Differentiation will be crucial

#### CATEGORY DATA

Table 50 Sales of Eye Care by Category: Value 2018-2023

Table 51 Sales of Eye Care by Category: % Value Growth 2018-2023

Table 52 NBO Company Shares of Eye Care: % Value 2019-2023

Table 53 LBN Brand Shares of Eye Care: % Value 2020-2023

Table 54 Forecast Sales of Eye Care by Category: Value 2023-2028

Table 55 Forecast Sales of Eye Care by Category: % Value Growth 2023-2028

#### WOUND CARE IN COLOMBIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Innovation remains limited

Activities out of the home benefit demand

Tecnoqu?micas sustains leadership

##### PROSPECTS AND OPPORTUNITIES

Advanced products with healing properties expected to grow

First aid kits not expected to take off

Green products not expected to see significant development

#### CATEGORY DATA

Table 56 Sales of Wound Care by Category: Value 2018-2023

Table 57 Sales of Wound Care by Category: % Value Growth 2018-2023

Table 58 NBO Company Shares of Wound Care: % Value 2019-2023

Table 59 LBN Brand Shares of Wound Care: % Value 2020-2023

Table 60 Forecast Sales of Wound Care by Category: Value 2023-2028

Table 61 Forecast Sales of Wound Care by Category: % Value Growth 2023-2028

#### VITAMINS IN COLOMBIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Vitamin sales decelerate

Omnichannel purchases

Some persistence of habit benefits vitamin C

##### PROSPECTS AND OPPORTUNITIES

Vitamins beyond pharmacies

Communication is key

Private label not expected to bloom

#### CATEGORY DATA

Table 62 Sales of Vitamins by Category: Value 2018-2023

Table 63 Sales of Vitamins by Category: % Value Growth 2018-2023

Table 64 Sales of Multivitamins by Positioning: % Value 2018-2023

Table 65 NBO Company Shares of Vitamins: % Value 2019-2023

Table 66 LBN Brand Shares of Vitamins: % Value 2020-2023

Table 67 Forecast Sales of Vitamins by Category: Value 2023-2028

Table 68 Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

## DIETARY SUPPLEMENTS IN COLOMBIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Dietary supplements faring well

Growing popularity of probiotics

Collagen remains popular

### PROSPECTS AND OPPORTUNITIES

Holistic approaches to wellbeing benefit demand

The dark side of e-commerce

Tonics continues to decline

### CATEGORY DATA

Table 69 Sales of Dietary Supplements by Category: Value 2018-2023

Table 70 Sales of Dietary Supplements by Category: % Value Growth 2018-2023

Table 71 Sales of Dietary Supplements by Positioning: % Value 2018-2023

Table 72 NBO Company Shares of Dietary Supplements: % Value 2019-2023

Table 73 LBN Brand Shares of Dietary Supplements: % Value 2020-2023

Table 74 Forecast Sales of Dietary Supplements by Category: Value 2023-2028

Table 75 Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

## WEIGHT MANAGEMENT AND WELLBEING IN COLOMBIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Exercise and special diets preferred by consumers

New entrants in supplement nutrition drinks

Direct selling losing share

### PROSPECTS AND OPPORTUNITIES

Consumers seek new alternatives for weight management

Ageing population drives supplement nutrition drinks

OTC obesity likely to remain Rx in Colombia

### CATEGORY DATA

Table 76 Sales of Weight Management and Wellbeing by Category: Value 2018-2023

Table 77 Sales of Weight Management and Wellbeing by Category: % Value Growth 2018-2023

Table 78 NBO Company Shares of Weight Management and Wellbeing: % Value



2019-2023

Table 79 LBN Brand Shares of Weight Management and Wellbeing: % Value

2020-2023

Table 80 Forecast Sales of Weight Management and Wellbeing by Category: Value

2023-2028

Table 81 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2023-2028

## SPORTS NUTRITION IN COLOMBIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sports nutrition sees growth amidst rising prices

Sports nutrition moving out of specialist stores

Natural ingredients in sports nutrition

### PROSPECTS AND OPPORTUNITIES

Domestic brands continue to grow

Opportunities for innovation in plant-based proteins

Meeting diverse fitness needs

### CATEGORY DATA

Table 82 Sales of Sports Nutrition by Category: Value 2018-2023

Table 83 Sales of Sports Nutrition by Category: % Value Growth 2018-2023

Table 84 NBO Company Shares of Sports Nutrition: % Value 2019-2023

Table 85 LBN Brand Shares of Sports Nutrition: % Value 2020-2023

Table 86 Forecast Sales of Sports Nutrition by Category: Value 2023-2028

Table 87 Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

## HERBAL/TRADITIONAL PRODUCTS IN COLOMBIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Natural cough/cold remedies remain popular

No-dependency sleep aids the preferred choice

Lack of outstanding innovations

### PROSPECTS AND OPPORTUNITIES

Tradition favours herbal remedies

Access to CBD-based remedies to remain limited

Herbal/traditional products widely available

### CATEGORY DATA

Table 88 Sales of Herbal/Traditional Products by Category: Value 2018-2023

Table 89 Sales of Herbal/Traditional Products by Category: % Value Growth 2018-2023

Table 90 NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023

Table 91 LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023

Table 92 Forecast Sales of Herbal/Traditional Products by Category: Value 2023-2028

Table 93 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2023-2028

## PAEDIATRIC CONSUMER HEALTH IN COLOMBIA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Despite some supply issues, paediatric analgesics remains strong

Herbal/traditional remedies considered trustworthy for children

Paediatric vitamins and dietary supplements fall

### PROSPECTS AND OPPORTUNITIES

Generics have opportunities in paediatric health

Paediatric allergy remedies expected to grow

Private label to gain share in nappy rash treatments

### CATEGORY DATA

Table 94 Sales of Paediatric Consumer Health by Category: Value 2018-2023

Table 95 Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023

Table 96 NBO Company Shares of Paediatric Consumer Health: % Value 2019-2023

Table 97 LBN Brand Shares of Paediatric Consumer Health: % Value 2020-2023

Table 98 Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028

Table 99 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

## I would like to order

Product name: Consumer Health in Colombia

Product link: <https://marketpublishers.com/r/CDD134AE436EN.html>

Price: US\$ 2,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CDD134AE436EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970