

## **Herbal/Traditional Products in Colombia**

Market Direction | 2022-09-20 | 24 pages | Euromonitor

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### **Report description:**

Herbal/traditional products is set to continue to register solid growth in 2022 due to multiple factors, including self-medicating trends and consumers' positive attitude towards the category as many Colombians perceive them as safer and less likely to have harmful side effects than standard OTC products which are based on synthetic chemical preparations. Consumers' acceptance of herbal/traditional products increased over the review period even when OTC outperformed the category. Herbal/traditio...

Euromonitor International's Herbal/Traditional Products 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 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Herbal/Traditional Cough, Cold and Allergy (Hay Fever) Remedies, Herbal/Traditional Dermatologicals, Herbal/Traditional Dietary Supplements, Herbal/Traditional Digestive Remedies, Herbal/Traditional Paediatric Dietary Supplements, Herbal/Traditional Sleep Aids, Herbal/Traditional Tonics, Herbal/Traditional Topical Analgesics.

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

Why buy this report?

- \* Get a detailed picture of the Herbal/Traditional Products 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.

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Euromonitor International

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Self-medication/self-care and preventive medicine

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