

Consumer Health in Colombia

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Report description:

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.

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