

## **Cough, Cold and Allergy (Hay Fever) Remedies in Colombia**

Market Direction | 2023-09-21 | 26 pages | Euromonitor

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### **Report description:**

In 2022, demand for cold, cough and allergy (have fever) remedies soared, as a result of the atypical increase in flu cases, as social distancing, handwashing protocols, and the use of face masks were totally lifted in 2022, facilitating the spread of influenza and other viruses and, as a result of isolation, people having a weaker immune system. Additionally, COVID-19 cases in 2022 were less severe and treatment was the same as for a normal case of flu. Combination products, cough remedies and...

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies 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: Antihistamines/Allergy Remedies (Systemic), Combination Products - Cough, Cold and Allergy (Hay Fever) Remedies, Cough Remedies, Decongestants, Medicated Confectionery, Paediatric Cough, Cold and Allergy Remedies, Pharyngeal Preparations.

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

Why buy this report?

- \* Get a detailed picture of the Cough, Cold and Allergy (Hay Fever) Remedies 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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tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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## **Table of Contents:**

Cough, Cold and Allergy (Hay Fever) Remedies in Colombia

Euromonitor International

September 2023

List Of Contents And Tables

### **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 1 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023

Table 2 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023

Table 4 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023

Table 5 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028

Table 6 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

### **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 7 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 8 Life Expectancy at Birth 2018-2023

#### **MARKET DATA**

Table 9 Sales of Consumer Health by Category: Value 2018-2023

Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 14 Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 Distribution of Consumer Health by Format and Category: % Value 2023

Table 16 □Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 17 □Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

#### **APPENDIX**

OTC registration and classification

Vitamins and dietary supplements registration and classification

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Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

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