

Consumer Health in Colombia

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Report description:

In 2024, consumer health in Colombia continues to face economic challenges, strongly linked to the political and economic situation. These include concerns over the legislative projects proposed by the government in critical areas like health, labour and pensions. Despite a slowdown, the rate of inflation remains high and the country's economic performance has been poor. According to official statistics, in Q1 2024, GDP growth was slow and there was a high unemployment rate. In this context, the...

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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.

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Table of Contents:

Consumer Health in Colombia
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List Of Contents And Tables

CONSUMER HEALTH IN COLOMBIA

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 1 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024
Table 2 Life Expectancy at Birth 2019-2024

MARKET DATA

Table 3 Sales of Consumer Health by Category: Value 2019-2024
Table 4 Sales of Consumer Health by Category: % Value Growth 2019-2024
Table 5 NBO Company Shares of Consumer Health: % Value 2020-2024
Table 6 LBN Brand Shares of Consumer Health: % Value 2021-2024
Table 7 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
Table 8 Distribution of Consumer Health by Format: % Value 2019-2024
Table 9 Distribution of Consumer Health by Format and Category: % Value 2024
Table 10 □Forecast Sales of Consumer Health by Category: Value 2024-2029
Table 11 □Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches
Summary 1 OTC: Switches 2023-2024

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 Research Sources

ANALGESICS IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Self-medication continues to benefit the demand for analgesics
Rx status of cardioaspirina boosts OTC adult aspirin
Colombians turn to affordable presentations

PROSPECTS AND OPPORTUNITIES

Ageing population trend to create usage opportunities
Branded analgesics to face competition from generics
Coopidrogas drives private label

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CATEGORY DATA

Table 12 Sales of Analgesics by Category: Value 2019-2024

Table 13 Sales of Analgesics by Category: % Value Growth 2019-2024

Table 14 NBO Company Shares of Analgesics: % Value 2020-2024

Table 15 LBN Brand Shares of Analgesics: % Value 2021-2024

Table 16 Forecast Sales of Analgesics by Category: Value 2024-2029

Table 17 Forecast Sales of Analgesics by Category: % Value Growth 2024-2029

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

KEY DATA FINDINGS

2024 DEVELOPMENTS

Climate change informs the demand for cough and cold remedies

Commercial brands are highly valued by consumers

Pharmaceutical companies look to gain pharmacists' recommendations

PROSPECTS AND OPPORTUNITIES

OTC medicines complement traditional treatments for colds

Cough syrups with natural ingredients to gain popularity

Rising incidence of allergies to push the use of oral antihistamines and nasal decongestant drops

CATEGORY DATA

Table 18 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2019-2024

Table 19 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2019-2024

Table 20 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2024

Table 21 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2024

Table 22 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2024-2029

Table 23 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2024-2029

DIGESTIVE REMEDIES IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Stress- and environmental-related impacts on digestive remedies

Upper digestive issues drive a demand for antacids

Electrolyte preparations spike diarrhoeal remedies

PROSPECTS AND OPPORTUNITIES

Versatility to help diarrhoeal remedies and antacids drive growth

New OTC treatment to continue to boost IBS treatments

Lactase goes OTC

CATEGORY DATA

Table 24 Sales of Digestive Remedies by Category: Value 2019-2024

Table 25 Sales of Digestive Remedies by Category: % Value Growth 2019-2024

Table 26 NBO Company Shares of Digestive Remedies: % Value 2020-2024

Table 27 LBN Brand Shares of Digestive Remedies: % Value 2021-2024

Table 28 Forecast Sales of Digestive Remedies by Category: Value 2024-2029

Table 29 Forecast Sales of Digestive Remedies by Category: % Value Growth 2024-2029

DERMATOLOGICALS IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Generics boost antifungals while the competition intensifies in medicated shampoos

Hair loss treatments gain some momentum

A strong and versatile offer enables Crema No 4 to remain the clear leading brand in nappy (diaper) rash treatments

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PROSPECTS AND OPPORTUNITIES

Demographic and health trends and climate change to act as growth drivers in dermatologicals

Spray format to gain some momentum in topical antifungals

Pharmacies to remain the main distribution channel for dermatologicals

CATEGORY DATA

Table 30 Sales of Dermatologicals by Category: Value 2019-2024

Table 31 Sales of Dermatologicals by Category: % Value Growth 2019-2024

Table 32 NBO Company Shares of Dermatologicals: % Value 2020-2024

Table 33 LBN Brand Shares of Dermatologicals: % Value 2021-2024

Table 34 LBN Brand Shares of Hair Loss Treatments: % Value 2021-2024

Table 35 Forecast Sales of Dermatologicals by Category: Value 2024-2029

Table 36 Forecast Sales of Dermatologicals by Category: % Value Growth 2024-2029

NRT SMOKING CESSATION AIDS IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

NRT smoking cessation aids continue to lose popularity amid shift to alternatives

Narrow offer in NRT smoking cessation aids

Nicorette continues to enjoy a near monopoly in NRT smoking cessation aids

PROSPECTS AND OPPORTUNITIES

Decreasing social tolerance towards smoking offers some opportunities for NRT smoking cessation aids

Nicotine pouches may emerge as an alternative to NRT smoking cessation aids

Colombian smokers' approaches to quitting the habit do not favour NRT products

CATEGORY INDICATORS

Table 37 Number of Smokers by Gender 2019-2024

CATEGORY DATA

Table 38 Sales of NRT Smoking Cessation Aids by Category: Value 2019-2024

Table 39 Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2019-2024

Table 40 NBO Company Shares of NRT Smoking Cessation Aids: % Value 2020-2024

Table 41 LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2021-2024

Table 42 Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2024-2029

Table 43 Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2024-2029

SLEEP AIDS IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

More Colombian consumers experience sleep problems

Pharmacies expand their offer of herbal/traditional sleep aids

Melatonin and homoeopathic products gain visibility

PROSPECTS AND OPPORTUNITIES

Ageing population trend and mental health issues to drive demand for sleep aids

Outstanding innovation is not expected but switches may boost the OTC offer

The competitive landscape is set to remain fragmented

CATEGORY DATA

Table 44 Sales of Sleep Aids: Value 2019-2024

Table 45 Sales of Sleep Aids: % Value Growth 2019-2024

Table 46 NBO Company Shares of Sleep Aids: % Value 2020-2024

Table 47 LBN Brand Shares of Sleep Aids: % Value 2021-2024

Table 48 Forecast Sales of Sleep Aids: Value 2024-2029

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Table 49 Forecast Sales of Sleep Aids: % Value Growth 2024-2029

EYE CARE IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Screen time impacts eye health

Medical advice is important

Eye care awareness rises amid visual health prevention campaigns

PROSPECTS AND OPPORTUNITIES

Long screen time, an ageing population and pollution to push the demand for eye care products

No significant competition from generics or private label but differentiation gains weight

Self-medication remains limited in eye care

CATEGORY DATA

Table 50 Sales of Eye Care by Category: Value 2019-2024

Table 51 Sales of Eye Care by Category: % Value Growth 2019-2024

Table 52 NBO Company Shares of Eye Care: % Value 2020-2024

Table 53 LBN Brand Shares of Eye Care: % Value 2021-2024

Table 54 Forecast Sales of Eye Care by Category: Value 2024-2029

Table 55 Forecast Sales of Eye Care by Category: % Value Growth 2024-2029

WOUND CARE IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for wound care products responds to specific and immediate needs

Inflation impacts formats and promotional activity in wound care

Pharmacies offer easy access and various pack sizes to dominate distribution

PROSPECTS AND OPPORTUNITIES

Limited private label threat to brands

Further segmentation can drive wound care

Consumers prefer to assemble their own first aid kits

CATEGORY DATA

Table 56 Sales of Wound Care by Category: Value 2019-2024

Table 57 Sales of Wound Care by Category: % Value Growth 2019-2024

Table 58 NBO Company Shares of Wound Care: % Value 2020-2024

Table 59 LBN Brand Shares of Wound Care: % Value 2021-2024

Table 60 Forecast Sales of Wound Care by Category: Value 2024-2029

Table 61 Forecast Sales of Wound Care by Category: % Value Growth 2024-2029

VITAMINS IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

The demand for vitamins continues to decline as consumption habits change

High prices and large pack sizes hold back multivitamins

Growing presence of gummies

PROSPECTS AND OPPORTUNITIES

Health prevention trend and more informed consumers to drive growth

Vitamin C: Opportunities beyond immune system positioning

Further development of gummies to catch the eye of children and adults

CATEGORY DATA

Table 62 Sales of Vitamins by Category: Value 2019-2024

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Table 63 Sales of Vitamins by Category: % Value Growth 2019-2024

Table 64 Sales of Multivitamins by Positioning: % Value 2019-2024

Table 65 NBO Company Shares of Vitamins: % Value 2020-2024

Table 66 LBN Brand Shares of Vitamins: % Value 2021-2024

Table 67 Forecast Sales of Vitamins by Category: Value 2024-2029

Table 68 Forecast Sales of Vitamins by Category: % Value Growth 2024-2029

DIETARY SUPPLEMENTS IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mixed performances within dietary supplements

Protein supplements see strong competition from functional beverages

Increasing popularity and use of magnesium

PROSPECTS AND OPPORTUNITIES

Probiotic supplements retains room for further strong growth

Positioning in dietary supplements to remain unchanged

Opportunities for pharmacies and supermarkets to develop their offer

CATEGORY DATA

Table 69 Sales of Dietary Supplements by Category: Value 2019-2024

Table 70 Sales of Dietary Supplements by Category: % Value Growth 2019-2024

Table 71 Sales of Dietary Supplements by Positioning: % Value 2019-2024

Table 72 NBO Company Shares of Dietary Supplements: % Value 2020-2024

Table 73 LBN Brand Shares of Dietary Supplements: % Value 2021-2024

Table 74 Forecast Sales of Dietary Supplements by Category: Value 2024-2029

Table 75 Forecast Sales of Dietary Supplements by Category: % Value Growth 2024-2029

WEIGHT MANAGEMENT AND WELLBEING IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Exercise and diet to address obesity and overweight

Medicines to treat diabetes do not pose a significant challenge to the category

Supplement nutrition drinks pique the interest of consumers

PROSPECTS AND OPPORTUNITIES

Ageing population trend to push the demand for supplement nutrition drinks

New products and segmentation to provide dynamism in supplement nutrition drinks

Holistic approach to weight management and wellbeing

CATEGORY DATA

Table 76 Sales of Weight Management and Wellbeing by Category: Value 2019-2024

Table 77 Sales of Weight Management and Wellbeing by Category: % Value Growth 2019-2024

Table 78 NBO Company Shares of Weight Management and Wellbeing: % Value 2020-2024

Table 79 LBN Brand Shares of Weight Management and Wellbeing: % Value 2021-2024

Table 80 Forecast Sales of Weight Management and Wellbeing by Category: Value 2024-2029

Table 81 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2024-2029

SPORTS NUTRITION IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Sports nutrition continues to attract new consumers amid the healthy lifestyle trend

IMN Nutrition expands its presence in sports nutrition

Specialist retailers offer incentives to win over consumers

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PROSPECTS AND OPPORTUNITIES

The development of high-protein packaged food may threaten sports nutrition

Opportunities for the development of RTD products

Illegality and informality continue to present challenges to sports nutrition

CATEGORY DATA

Table 82 Sales of Sports Nutrition by Category: Value 2019-2024

Table 83 Sales of Sports Nutrition by Category: % Value Growth 2019-2024

Table 84 NBO Company Shares of Sports Nutrition: % Value 2020-2024

Table 85 LBN Brand Shares of Sports Nutrition: % Value 2021-2024

Table 86 Forecast Sales of Sports Nutrition by Category: Value 2024-2029

Table 87 Forecast Sales of Sports Nutrition by Category: % Value Growth 2024-2029

HERBAL/TRADITIONAL PRODUCTS IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive sales development attracts new players to herbal/traditional products

Pharmacies increase the space for and visibility of natural products

Herbal/traditional cough and cold remedies remain popular

PROSPECTS AND OPPORTUNITIES

Opportunities and challenges emerge from chemical-free medicines

Increasing competition expected

Free from claims boost the demand for natural products

CATEGORY DATA

Table 88 Sales of Herbal/Traditional Products by Category: Value 2019-2024

Table 89 Sales of Herbal/Traditional Products by Category: % Value Growth 2019-2024

Table 90 NBO Company Shares of Herbal/Traditional Products: % Value 2020-2024

Table 91 LBN Brand Shares of Herbal/Traditional Products: % Value 2021-2024

Table 92 Forecast Sales of Herbal/Traditional Products by Category: Value 2024-2029

Table 93 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2024-2029

PAEDIATRIC CONSUMER HEALTH IN COLOMBIA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Paediatric remedies are gaining consumer confidence

Remedies to treat diarrhoea are not specifically marketed for children

Downward trajectory in the demand for paediatric vitamins and dietary supplements

PROSPECTS AND OPPORTUNITIES

Despite a projected decline in the paediatric population, retail volume and value growth is anticipated

Nappy (diaper) rash treatments to be most impacted by declining birth rates

Recovery in paediatric vitamins and dietary supplements

CATEGORY DATA

Table 94 Sales of Paediatric Consumer Health by Category: Value 2019-2024

Table 95 Sales of Paediatric Consumer Health by Category: % Value Growth 2019-2024

Table 96 NBO Company Shares of Paediatric Consumer Health: % Value 2020-2024

Table 97 LBN Brand Shares of Paediatric Consumer Health: % Value 2021-2024

Table 98 Forecast Sales of Paediatric Consumer Health by Category: Value 2024-2029

Table 99 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2024-2029

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