

Paediatric Consumer Health in Colombia

Market Direction | 2024-09-23 | 25 pages | Euromonitor

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Report description:

Paediatric consumer health in Colombia has progressed over the review period. Despite projected declines in retail volume sales in some categories in 2024, market sizes are generally higher than at the start of the review period. Paediatric analgesics is the main category as acetaminophen continues to be widely used to treat children due to its reputation as a safe option. However, there has been rapid growth in the use of ibuprofen, partly due to the increased promotion of Advil Children, which...

Euromonitor International's Paediatric 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: Nappy (Diaper) Rash Treatments, Paediatric Analgesics, Paediatric Cough, Cold and Allergy Remedies, Paediatric Dermatologicals, Paediatric Digestive Remedies, Paediatric Vitamins and Dietary Supplements.

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

Why buy this report?

- * Get a detailed picture of the Paediatric 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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