



Euromonitor
International

NRT Smoking Cessation Aids in Colombia

September 2024

Table of Contents

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 1 - Number of Smokers by Gender 2019-2024

CATEGORY DATA

- Table 2 - Sales of NRT Smoking Cessation Aids by Category: Value 2019-2024
- Table 3 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2019-2024
- Table 4 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2020-2024
- Table 5 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2021-2024
- Table 6 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2024-2029
- Table 7 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2024-2029

Consumer Health in Colombia - Industry Overview

EXECUTIVE SUMMARY

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

MARKET INDICATORS

- Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024
- Table 9 - Life Expectancy at Birth 2019-2024

MARKET DATA

- Table 10 - Sales of Consumer Health by Category: Value 2019-2024
- Table 11 - Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 12 - NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 13 - LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 14 - Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
- Table 15 - Distribution of Consumer Health by Format: % Value 2019-2024
- Table 16 - Distribution of Consumer Health by Format and Category: % Value 2024
- Table 17 - Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 18 - 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

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