



Sleep Aids in Colombia

September 2024

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Sleep Aids in Colombia - Category analysis

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

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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

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