



Euromonitor  
International

# Herbal/Traditional Products in Colombia

September 2025

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## Herbal/Traditional Products in Colombia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Herbal/traditional products enjoys strong and sustained growth in Colombia  
Mondelez retains leadership, supported by its ubiquity  
Herbal/traditional products distributed primarily through pharmacies in Colombia

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No major developments anticipated in CBD products  
The two faces of e-commerce

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### DISCLAIMER

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