Euromonitor International

Paediatric Consumer Health in Colombia

November 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Preventive health and digital support strengthen parental engagement
Child-friendly formats make regular supplementation more convenient
Pharmacy competition intensifies as physical and digital access converge

WHAT'S NEXT?

Demographic decline expected to shift growth towards value
Preventive care and natural remedies set to shape innovation

COMPETITIVE LANDSCAPE

Haleon leads a highly concentrated landscape alongside Abbott

CHANNELS

Pharmacies retain their strength through accessibility and promotional strategies
Pharmacy apps drive the expansion of retail e-commerce

PRODUCTS

Multifunctional, child friendly formats strengthen product differentiation
Digital functionality extends innovation beyond the physical product

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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