



Euromonitor
International

Dermatologicals in Colombia

September 2025

Table of Contents

Dermatologicals in Colombia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand for dermatologicals improves in 2025, though value growth is low
Dermatologicals landscape led by three major players
Pharmacies as favoured channel for dermatologicals purchases, with e-commerce continuing to expand

PROSPECTS AND OPPORTUNITIES

Steady growth anticipated for dermatologicals during forecast period
No significant innovations are expected within the category
Sustainable packaging gains importance and prompts greater investment from players

CATEGORY DATA

Table 1 - Sales of Dermatologicals by Category: Value 2020-2025
Table 2 - Sales of Dermatologicals by Category: % Value Growth 2020-2025
Table 3 - NBO Company Shares of Dermatologicals: % Value 2021-2025
Table 4 - LBN Brand Shares of Dermatologicals: % Value 2022-2025
Table 5 - LBN Brand Shares of Hair Loss Treatments: % Value 2022-2025
Table 6 - Forecast Sales of Dermatologicals by Category: Value 2025-2030
Table 7 - Forecast Sales of Dermatologicals by Category: % Value Growth 2025-2030

Consumer Health in Colombia - Industry Overview

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture
Key trends in 2025
Competitive landscape
Channel developments
What next for Consumer Health?

MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025
Table 9 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 10 - Sales of Consumer Health by Category: Value 2020-2025
Table 11 - Sales of Consumer Health by Category: % Value Growth 2020-2025
Table 12 - NBO Company Shares of Consumer Health: % Value 2021-2025
Table 13 - LBN Brand Shares of Consumer Health: % Value 2022-2025
Table 14 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025
Table 15 - Distribution of Consumer Health by Format: % Value 2020-2025
Table 16 - Distribution of Consumer Health by Format and Category: % Value 2025
Table 17 - Forecast Sales of Consumer Health by Category: Value 2025-2030
Table 18 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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