



Euromonitor  
International

# Sleep Aids in Colombia

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## Sleep Aids in Colombia - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sleeping problems impact daily routines, pushing sales in 2025  
Competitive landscape for sleep aids remains highly fragmented  
Pharmacies as most popular and dynamic channel for sleep aids in Colombia.

#### PROSPECTS AND OPPORTUNITIES

Sleep aids will see further growth in forecast period  
Gummies anticipated to gain greater visibility  
Complex supplements based on natural products will become more prevalent

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### DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sleep-aids-in-colombia/report](http://www.euromonitor.com/sleep-aids-in-colombia/report).