SCOTTS INTERNATIONAL

Consumer Health in Canada

Market Direction | 2022-09-20 | 117 pages | Euromonitor

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Report description:

Moving into 2022, Canada is taking a definitive step forward in a "return to normal" as consumers eagerly resume pre-pandemic lifestyles following the end of the sixth wave of COVID-19 earlier in the year. Declining COVID-19 rates were followed by the lifting of public health measures such as mask mandates and capacity limits that restricted consumers and retailers during 2020 and 2021, and led to growing frustration in some segments of society. Although self-care, immunity and preventative heal...

Euromonitor International's Consumer Health in Canada report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
* Get a detailed picture of the Consumer Health market;
* Pinpoint growth sectors and identify factors driving change;
* Understand the competitive environment, the market's major players and leading brands;
* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Looking ahead, future growth will be limited by category maturity

Demand for antiparasitics/lice (head and body) treatments will be impacted by a low birth rate, while the country's ageing population will be a key driver of growth in haemorrhoid treatments

Vitamins and dietary supplements pose a potential threat to dermatologicals

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NRT SMOKING CESSATION AIDS IN CANADA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Demand is limited by the continuing decline in the number of smokers

E-cigarettes gain attention as smoking cessation aids in Canada

An extensive portfolio keeps McNeil in pole position in 2022

PROSPECTS AND OPPORTUNITIES

Short to medium term growth will be driven by ongoing health concerns among the local population, but a decline in the number of smokers presents a challenge

McNeil will retain its dominance in the category thanks to innovation in personalisation

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SLEEP AIDS IN CANADA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Interest in sleep aids fuelled by the rising incidence of anxiety and sleep deprivation

Innovation and investment remain key factors for success in a highly competitive category

WN Pharmaceuticals maintains the lead in a highly concentrated category

PROSPECTS AND OPPORTUNITIES

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