

Consumer Health in Saudi Arabia

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Report description:

The impact of the COVID-19 pandemic on sales of consumer health products in Saudi Arabia was not as pronounced as in many other countries because many OTC products in Saudi Arabia are covered by health insurance policies. This means that many people rarely, if ever purchase their OTC products at full price via normal retail channels. Thus, more pronounced increases in demand and associated trends applied more in institutional channels than in the retail channel during the pandemic situation. Nev...

Euromonitor International's Consumer Health in Saudi Arabia 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.

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