

Consumer Health in China

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Report description:

Following a more positive performance in 2021 as falling virus cases enabled greater mobility outside of the home and the normal operations of offline retail, strict COVID-19 restrictions applied in the first half of 2022 as cases once again surged, have weighed down the overall performance of consumer health in China due to the disruption to logistics and offline channels. However, since the outbreak of COVID-19 in 2020, health concerns have been at the forefront of local consumers' minds, lead...

Euromonitor International's Consumer Health in China 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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