

Consumer Health in Portugal

Market Direction | 2022-10-07 | 115 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

Report description:

Consumer health registered accelerated growth in current value terms in 2022, underpinned by a return to pre-pandemic lifestyles, following the easing of restrictions imposed by the COVID-19 pandemic. Participation in sport, exercise and other outdoor activity resumed fully in 2022, increasing the risk of injury and a subsequent need for wound care and sports nutrition products. Moreover, as masks were abandoned and consumers returned to their normal daily activities, including socialising with...

Euromonitor International's Consumer Health in Portugal 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Consumer Health in Portugal
Euromonitor International
October 2022

List Of Contents And Tables

CONSUMER HEALTH IN PORTUGAL

EXECUTIVE SUMMARY

Consumer health in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 1 Consumer Expenditure on Health Goods and Medical Services: Value 2017-2022
Table 2 Life Expectancy at Birth 2017-2022

MARKET DATA

Table 3 Sales of Consumer Health by Category: Value 2017-2022
Table 4 Sales of Consumer Health by Category: % Value Growth 2017-2022
Table 5 NBO Company Shares of Consumer Health: % Value 2018-2022
Table 6 LBN Brand Shares of Consumer Health: % Value 2019-2022
Table 7 Penetration of Private Label in Consumer Health by Category: % Value 2017-2022
Table 8 Distribution of Consumer Health by Format: % Value 2017-2022
Table 9 Distribution of Consumer Health by Format and Category: % Value 2022
Table 10 □Forecast Sales of Consumer Health by Category: Value 2022-2027
Table 11 □Forecast Sales of Consumer Health by Category: % Value Growth 2022-2027

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

ANALGESICS IN PORTUGAL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Enduring consumer preference for acetaminophen keeps sales booming in 2022
Value-added products provide boost to value sales
Bayer attempts to revive "old-fashioned image of aspirin"

PROSPECTS AND OPPORTUNITIES

Slower growth as acetaminophen becomes increasingly saturated
Increased participation in sport to impact positively on sales of diclofenac and topical analgesics
Product innovation adds value to mature industry

CATEGORY DATA

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 12 Sales of Analgesics by Category: Value 2017-2022

Table 13 Sales of Analgesics by Category: % Value Growth 2017-2022

Table 14 NBO Company Shares of Analgesics: % Value 2018-2022

Table 15 LBN Brand Shares of Analgesics: % Value 2019-2022

Table 16 Forecast Sales of Analgesics by Category: Value 2022-2027

Table 17 Forecast Sales of Analgesics by Category: % Value Growth 2022-2027

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN PORTUGAL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Return to pre-pandemic lifestyles leads to accelerated growth

Restoration of outdoor activities provides boost to sales of antihistamines/allergy remedies

Low level of innovation as manufacturers "play safe"

PROSPECTS AND OPPORTUNITIES

A return to normal life will encourage further growth

Economic uncertainty likely to limit growth to a certain extent

E-commerce offers high potential for growth

CATEGORY DATA

Table 18 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2017-2022

Table 19 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2017-2022

Table 20 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2018-2022

Table 21 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2022

Table 22 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2022-2027

Table 23 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2022-2027

DIGESTIVE REMEDIES IN PORTUGAL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Accelerated growth in 2022, encouraged by a return to social activity

End of restrictions lead to the return of gastrointestinal viruses

Multinationals invest in more "natural" products

PROSPECTS AND OPPORTUNITIES

Return to busier lifestyles will fuel growth of digestive disorders

Growing focus on preventative health could threaten sales

Multifunctional products expected to gain ground

CATEGORY DATA

Table 24 Sales of Digestive Remedies by Category: Value 2017-2022

Table 25 Sales of Digestive Remedies by Category: % Value Growth 2017-2022

Table 26 NBO Company Shares of Digestive Remedies: % Value 2018-2022

Table 27 LBN Brand Shares of Digestive Remedies: % Value 2019-2022

Table 28 Forecast Sales of Digestive Remedies by Category: Value 2022-2027

Table 29 Forecast Sales of Digestive Remedies by Category: % Value Growth 2022-2027

DERMATOLOGICALS IN PORTUGAL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales rebound, following a return to pre-pandemic lifestyles

Topical antifungals benefit from a return to gyms and sporting activities

Bayer retains its dominance, following marketing investment

PROSPECTS AND OPPORTUNITIES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Continued growth in the face of possible competition from skin care products with dermatological benefits

Return to pre-pandemic lifestyles heralds the return of skin complaints

Manufacturers to focus pregnant women to boost growth in mature haemorrhoid treatments

CATEGORY DATA

Table 30 Sales of Dermatologicals by Category: Value 2017-2022

Table 31 Sales of Dermatologicals by Category: % Value Growth 2017-2022

Table 32 NBO Company Shares of Dermatologicals: % Value 2018-2022

Table 33 LBN Brand Shares of Dermatologicals: % Value 2019-2022

Table 34 LBN Brand Shares of Hair Loss Treatments: % Value 2019-2022

Table 35 Forecast Sales of Dermatologicals by Category: Value 2022-2027

Table 36 Forecast Sales of Dermatologicals by Category: % Value Growth 2022-2027

NRT SMOKING CESSATION AIDS IN PORTUGAL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Shift towards health prevention drives growth in 2022

Lozenges register strongest performance, assisted by new launch activity

Laboratorios Haymann SA retains its dominance in face of increasing competition from smaller players

PROSPECTS AND OPPORTUNITIES

Growth to be sustained by healthier lifestyles, combined with new product launches

Polar effects for smoking alternatives

Pharmacies will continue to dominate distribution

CATEGORY INDICATORS

Table 37 Number of Smokers by Gender 2017-2022

CATEGORY DATA

Table 38 Sales of NRT Smoking Cessation Aids by Category: Value 2017-2022

Table 39 Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2017-2022

Table 40 NBO Company Shares of NRT Smoking Cessation Aids: % Value 2018-2022

Table 41 LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2019-2022

Table 42 Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2022-2027

Table 43 Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2022-2027

SLEEP AIDS IN PORTUGAL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising level of stress and associated sleep disorders boost value sales

Gummy craze wins over consumers

Fragmented landscape attracts new players

PROSPECTS AND OPPORTUNITIES

Economic woes and a growing reliance on digital devices will support ongoing demand

Holistic approach to sleep could have negative impact on demand

Multinationals will continue to dominate a fragmented market

CATEGORY DATA

Table 44 Sales of Sleep Aids: Value 2017-2022

Table 45 Sales of Sleep Aids: % Value Growth 2017-2022

Table 46 NBO Company Shares of Sleep Aids: % Value 2018-2022

Table 47 LBN Brand Shares of Sleep Aids: % Value 2019-2022

Table 48 Forecast Sales of Sleep Aids: Value 2022-2027

Table 49 Forecast Sales of Sleep Aids: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

EYE CARE IN PORTUGAL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Screen exposure fuels demand for standard eye care

Rising exposure to allergens encourages demand for allergy eye care

Consumers increasingly opting for more convenient products

PROSPECTS AND OPPORTUNITIES

Eye care set to attract a rising number of consumers

A more holistic approach to eye problems could pose a threat to traditional treatments

Continuing economic pressures could undermine growth

CATEGORY DATA

Table 50 Sales of Eye Care by Category: Value 2017-2022

Table 51 Sales of Eye Care by Category: % Value Growth 2017-2022

Table 52 NBO Company Shares of Eye Care: % Value 2018-2022

Table 53 LBN Brand Shares of Eye Care: % Value 2019-2022

Table 54 Forecast Sales of Eye Care by Category: Value 2022-2027

Table 55 Forecast Sales of Eye Care by Category: % Value Growth 2022-2027

WOUND CARE IN PORTUGAL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Strong growth in 2022, encouraged by a return to active lifestyles

Lack of innovation restricts growth

Private label gains ground in an uncertain economic environment

PROSPECTS AND OPPORTUNITIES

Enduring interest in outdoor activities to sustain steady growth

Casual dress codes and investment in footwear design could contribute to fewer injuries

Greater innovation expected from the leading players

CATEGORY DATA

Table 56 Sales of Wound Care by Category: Value 2017-2022

Table 57 Sales of Wound Care by Category: % Value Growth 2017-2022

Table 58 NBO Company Shares of Wound Care: % Value 2018-2022

Table 59 LBN Brand Shares of Wound Care: % Value 2019-2022

Table 60 Forecast Sales of Wound Care by Category: Value 2022-2027

Table 61 Forecast Sales of Wound Care by Category: % Value Growth 2022-2027

VITAMINS IN PORTUGAL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Vitamins peak as consumer fears over pandemic begin to wane

Vitamins B benefits from lifestyle changes and emerging dietary needs

A valuable category attracting new players

PROSPECTS AND OPPORTUNITIES

Economic recession could place pressure on sales

Ageing population could represent an opportunity for manufacturers

E-commerce will continue to expand, although pharmacies are set to remain dominant

CATEGORY DATA

Table 62 Sales of Vitamins by Category: Value 2017-2022

Table 63 Sales of Vitamins by Category: % Value Growth 2017-2022

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 64 Sales of Multivitamins by Positioning: % Value 2017-2022

Table 65 NBO Company Shares of Vitamins: % Value 2018-2022

Table 66 LBN Brand Shares of Vitamins: % Value 2019-2022

Table 67 Forecast Sales of Vitamins by Category: Value 2022-2027

Table 68 Forecast Sales of Vitamins by Category: % Value Growth 2022-2027

DIETARY SUPPLEMENTS IN PORTUGAL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Ageing population fuels demand for dietary supplements with heart and brain health benefits

Probiotic supplements benefit from heightened interest in preventative health

Continued innovation in a fragmented landscape

PROSPECTS AND OPPORTUNITIES

Shift towards preventive and natural remedies will benefit dietary supplements

Competition expected to intensify in an already fragmented environment

E-commerce to expand, despite traditional dominance of pharmacies

CATEGORY DATA

Table 69 Sales of Dietary Supplements by Category: Value 2017-2022

Table 70 Sales of Dietary Supplements by Category: % Value Growth 2017-2022

Table 71 Sales of Dietary Supplements by Positioning: % Value 2017-2022

Table 72 NBO Company Shares of Dietary Supplements: % Value 2018-2022

Table 73 LBN Brand Shares of Dietary Supplements: % Value 2019-2022

Table 74 Forecast Sales of Dietary Supplements by Category: Value 2022-2027

Table 75 Forecast Sales of Dietary Supplements by Category: % Value Growth 2022-2027

WEIGHT MANAGEMENT AND WELLBEING IN PORTUGAL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Focus on healthier lifestyles encourages consumers to lose weight

Return to socialising and beach holidays fuel body image concerns

New product developments favour weight loss supplements

PROSPECTS AND OPPORTUNITIES

Body image concerns will contribute to positive value growth

Uncertain economic context could put pressure on value sales

More holistic approach to weight control could have negative impact on demand

CATEGORY DATA

Table 76 Sales of Weight Management and Wellbeing by Category: Value 2017-2022

Table 77 Sales of Weight Management and Wellbeing by Category: % Value Growth 2017-2022

Table 78 NBO Company Shares of Weight Management and Wellbeing: % Value 2018-2022

Table 79 LBN Brand Shares of Weight Management and Wellbeing: % Value 2019-2022

Table 80 Forecast Sales of Weight Management and Wellbeing by Category: Value 2022-2027

Table 81 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2022-2027

SPORTS NUTRITION IN PORTUGAL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Increased participation in sport provides fertile environment for sports nutrition

End of COVID-19 restrictions provides boost to growth

Private label gains ground, amid continuing consumer price sensitivity

PROSPECTS AND OPPORTUNITIES

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Expanding consumer base to sustain growth over the forecast period

Plant based products to gain ground

Sports nutrition could face challenges in the form of an uncertain economy and increased competition from more mainstream high-protein packaged foods

CATEGORY DATA

Table 82 Sales of Sports Nutrition by Category: Value 2017-2022

Table 83 Sales of Sports Nutrition by Category: % Value Growth 2017-2022

Table 84 NBO Company Shares of Sports Nutrition: % Value 2018-2022

Table 85 LBN Brand Shares of Sports Nutrition: % Value 2019-2022

Table 86 Forecast Sales of Sports Nutrition by Category: Value 2022-2027

Table 87 Forecast Sales of Sports Nutrition by Category: % Value Growth 2022-2027

HERBAL/TRADITIONAL PRODUCTS IN PORTUGAL

KEY DATA FINDINGS

2022 DEVELOPMENTS

A return to pre-pandemic lifestyles, alongside a rising consumer concern about the potentially harmful effects of conventional remedies, contributes to accelerated growth

Cough remedies and sleep aids see particularly strong growth

Herbal/traditional sleep aids and cough remedies offer growth potential for new players

PROSPECTS AND OPPORTUNITIES

Positive growth predicted, as consumers take greater control of their health

Uncertain economic context likely to put some pressure on sales

E-commerce will continue to gain ground

CATEGORY DATA

Table 88 Sales of Herbal/Traditional Products by Category: Value 2017-2022

Table 89 Sales of Herbal/Traditional Products by Category: % Value Growth 2017-2022

Table 90 NBO Company Shares of Herbal/Traditional Products: % Value 2018-2022

Table 91 LBN Brand Shares of Herbal/Traditional Products: % Value 2019-2022

Table 92 Forecast Sales of Herbal/Traditional Products by Category: Value 2022-2027

Table 93 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2022-2027

PAEDIATRIC CONSUMER HEALTH IN PORTUGAL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Trend towards self-medication encourages sales of paediatric consumer health

Slowdown in growth for vitamins and dietary supplements as COVID-19 fears begin to wane

Key players in nappy rash treatments develop their online presence

PROSPECTS AND OPPORTUNITIES

Economic uncertainty could facilitate switch to cheaper, generic products

Declining birth rate will place negative pressure on demand

Rising penetration of herbal/traditional products

CATEGORY DATA

Table 94 Sales of Paediatric Consumer Health by Category: Value 2017-2022

Table 95 Sales of Paediatric Consumer Health by Category: % Value Growth 2017-2022

Table 96 Sales of Paediatric Vitamins and Dietary Supplements by Type: % Value 2017-2022

Table 97 NBO Company Shares of Paediatric Consumer Health: % Value 2018-2022

Table 98 LBN Brand Shares of Paediatric Consumer Health: % Value 2019-2022

Table 99 Forecast Sales of Paediatric Consumer Health by Category: Value 2022-2027

Table 100 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Consumer Health in Portugal

Market Direction | 2022-10-07 | 115 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
	VAT	
	Total	

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-10"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com