

Consumer Health in Sweden

Market Direction | 2022-10-12 | 111 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 in Sweden has seen exceptional times in many ways since the beginning of the COVID-19 crisis and several categories and distribution channels have seen dramatic ups and downs. However, the overall picture has not been as dramatic as it could have been in light of the development of various categories and looking at the overall impact of the pandemic on Swedish society and lifestyles. In 2020, overall consumer health sales declined marginally, with some increase in 2021 and strong...

Euromonitor International's Consumer Health in Sweden 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 Sweden
Euromonitor International
October 2022

List Of Contents And Tables

CONSUMER HEALTH IN SWEDEN

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 SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Return to positive performance
Strong pricing competition
Chemists/pharmacies remains largest distribution channel

PROSPECTS AND OPPORTUNITIES

Potential restrictions on sale of diclofenac-based topical analgesics
Easy access has downside
Potential for variation

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 SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Revival of long-term growth trend

Medicated confectionery a special case

Still room for new brands and variants

PROSPECTS AND OPPORTUNITIES

Inflation and pricing competition

Allergies to remain an issue, while pharmacies retain important role

Budget-conscious consumers unlikely to sacrifice products, though lifestyle changes may affect demand

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 SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Digestive remedies back on growth track

Diarrhoeal remedies' performance affected by COVID-19's impact on hygiene and travel

Digestive remedies continues to attract investment

PROSPECTS AND OPPORTUNITIES

Price rises unlikely to be as dramatic as in some industries

Attitudes to hygiene and travel to remain important

Digestive issues still a cause of embarrassment

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 SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Less volatile than other OTC categories

Incidence of mask wearing and hand sanitising declines

Reduced stigma benefiting vaginal antifungals and haemorrhoid treatments

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

Online pricing competition

Fragmented competitive landscape

Growing competition from beauty and personal care

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 SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Low smoking prevalence and lack of popularity of smoking mean a small base for NRT smoking cessation aids

Specifics of Swedish legislation and culture undermine potential

Consolidated competitive landscape

PROSPECTS AND OPPORTUNITIES

Inflation and economic hardship

Grocery retailers to remain important

Forecast period unlikely to see significant change in competitive landscape

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 SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

High stress levels support demand for sleep aids

Many Swedes have problems with their sleep

Herbal/traditional options dominate despite some consumers doubting efficacy

PROSPECTS AND OPPORTUNITIES

Sleep aids suitable for e-commerce

Opportunities for melatonin

Untapped potential

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 SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Return to normality after COVID-19 crisis

Upward pressure on prices

Fierce competition to provide counter pressure

PROSPECTS AND OPPORTUNITIES

Potential for increased demand

Increased cost of living

Demographic developments to generate demand

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 SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Return to more normal lifestyles boosts demand

Surge in demand after Russian invasion of Ukraine

Orkla retains lead

PROSPECTS AND OPPORTUNITIES

Wound care unlikely to suffer severely from consumer cutbacks

Lack of innovation

Range of distribution options

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 SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Return of common illnesses maintains focus on immunity

Supply issues

E-commerce to remain popular

PROSPECTS AND OPPORTUNITIES

Debates around vitamin D

Vitamins to benefit from expanded consumer base

Further development of private label segment

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 SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Dietary supplements taking up increasing share of consumer health

Strong e-commerce influence

Products targeting general health and immunity perform well

PROSPECTS AND OPPORTUNITIES

Many consumers unclear about benefits of dietary supplements

Ethical issues coming into focus

A number of trends set to influence development of dietary supplements

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 SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Less directly impacted by COVID-19 crisis than other categories

Swedish consumers likely to employ other methods to address weight issues

Challenges with distribution

PROSPECTS AND OPPORTUNITIES

An unpromising future

Consumers likely to continue to favour other methods of addressing weight problems

Unpredictable trends and habits

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 SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sports nutrition performing well in 2022

Wider trend towards interest in protein

Trend towards exercising at home

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 interest in sport and exercise

Central role for e-commerce

Live fast, buy fast

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 SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Stable demand

Ongoing shift towards dietary supplements

Continued interest in e-commerce

PROSPECTS AND OPPORTUNITIES

Inflation and price pressure

Longer lasting impact of COVID-19?

Environmental issues likely to return to prominence

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 SWEDEN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Minor role in consumer health

New launches in paediatric consumer health

Refugees from Ukraine increase demand for paediatric consumer health products

PROSPECTS AND OPPORTUNITIES

Paediatric consumer health likely to prove resilient

E-commerce plays important role

New launches to form part of broader segmentation trend

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 Sweden

Market Direction | 2022-10-12 | 111 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="2025-05-07"/>
		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