

## **Consumer Health in Estonia**

Market Direction | 2022-11-02 | 85 pages | Euromonitor

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### **Report description:**

With growth seeing high levels during the outbreak of COVID-19 in 2020, in 2021, consumer health in Estonia stagnated. Into 2022, current retail value sales are set to recover, with the landscape recording double-digit value growth, driven by paediatric consumer health, allergy care and OTC products. Much of this growth can be attributed to the spread of viral illnesses. For example, with children back at school following the reverse of COVID-19 restrictions, paediatric consumer health products...

Euromonitor International's Consumer Health in Estonia 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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Nycomed SEFA leads, holding large shares in ibuprofen and acetaminophen

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GSK Consumer Healthcare leads with its well-known and widely available brands

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## KEY DATA FINDINGS

### 2022 DEVELOPMENTS

Solid growth supported by rising knowledge of product benefits

Consumers select garlic as a natural immunity booster, while probiotic supplements soar

Biocodex SAS leads, while Orkla Health takes second place in 2022

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