

Consumer Health in Austria

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Report description:

Overall, consumer health in Austria recorded further strong retail current value growth in 2022. Demand remained robust, as consumers in the country continued to be increasingly health-conscious, knowledgeable of available products and engaged in the proactive self-management of their health. This fostered a greater willingness to self-medicate, especially for non-serious illnesses or ailments. Products supporting and boosting the immune system, including various dietary supplements and vitamins...

Euromonitor International's Consumer Health in Austria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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