

## **Consumer Health in Austria**

Market Direction | 2023-01-12 | 116 pages | Euromonitor

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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.

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.

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### CATEGORY DATA

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