

## **Hangover Rehydration Supplements Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

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### **Report description:**

The Hangover Rehydration Supplements Market is projected to register a CAGR of 14.2% during the forecast period (2022-2027).

During the COVID-19 pandemic, the hangover rehydration supplements market was adversely affected due to supply chain issues. Various research studies have provided insight into the impact of COVID on the studied market that provides insight into the increased consumption of alcohol during the pandemic. For instance, in March 2021, a research study published titled "COVID-19 Pandemic and Alcohol Consumption: Impacts and Interconnections" stated that alcohol consumption during the pandemic in the United States, conducted among 1,540 people aged between 30 and 80 years, showed that Americans drank about 14% more alcohol this year, amid the COVID-19 pandemic compared to 2019. Moreover, in Canada, a report published by Nanos Research, analyzing the data from Canadian Centre on Substance and Addiction, showed that during the pandemics, 20% of the Canadians who had to stay at home reported consuming more, and 21% more frequent. In the United Kingdom, a cross-sectional study performed on 691 adults showed that 17% of them reported increased alcohol consumption during the lockdown. Hence, the consumption of alcohol increased during the pandemic. Therefore, the COVID-19 infection has significantly impacted the hangover rehydration supplement market over the forecast period.

Factors such as increasing consumption of alcoholic beverages and increasing awareness about alcoholic detox products are expected to increase the market growth in the forecast period. In June 2021, a report published by the World Health Organization titled "Global Alcohol Action Plan 2022-2030" stated that around 283 million people aged 15 years and older - 237 million men and 46 million women - live with alcohol use disorders (AUD), accounting for 5.1% of the global adult population. Alcohol dependence, as the most severe form of AUD, affects 2.6% of the world's adults, or 144 million people. Furthermore, a research study published in September 2020, titled "Alcohol Consumption in India: A Rising Burden and a Fractured Response," stated that the per-capita alcohol consumption among individuals aged 15+ years was 5.7 L, which increased over time. Prevalence of alcohol use varied

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across states with considerable impact on the nation. Regulatory policies and alcohol control programs vary across Indian states, with poor enforcement and implementation. Hence, the increasing consumption of alcohol is the key factor in increasing the growth of the market.

Rising product launches by the market players are expected to drive this market's growth further. For instance, in July 2022, a new anti-hangover supplement, marketed by the Swedish brand Myrkl, was launched in the United Kingdom. Similarly, in March 2022, Bomb Squad Nutrition Ltd., a Winnipeg start-up, launched a new supplement called Activate Dihydropyridin (DHP). This will lead to increased adoption of hangover rehydration supplements, thus driving the market growth during the forecast period.

Thus, the abovementioned factors will increase market growth in the upcoming future. However, the illegal selling of hangover supplements is expected to hinder the market growth in the studied period.

#### Hangover Rehydration Supplements Market Trends

##### Tablets/Capsules Segment is Expected to Hold a Significant Market Share Over the Forecast Period

Hangover pills are medications designed to combat multiple symptoms at once. Non-steroidal anti-inflammatory drugs (NSAID) such as Aspirin (Bayer, Excedrin), Ibuprofen (Advil, Motrin IB), and Naproxen (Aleve) are available over the counter. High consumption of alcohol, product launches, and research studies are the key factors in increasing the growth of the market. According to the Australian Bureau of Statistics report published in March 2022, One in four Australians aged 18 years and over exceeded the Australian Adult Alcohol Guideline in 2020-21 (25.8%). Men were more likely than women to exceed the guideline (33.6% compared to 18.5%). People born in Australia were almost twice as likely as those born overseas to exceed the guideline (30.0% compared to 17.3%). Hence, such a high prevalence would increase the consumption of hangover rehydration tablets.

Product launches are one of the key factors for the growth of the market. For instance, in March 2020, Nutriplus Laboratories Corporation launched WrecOver, the first-ever Food, and Drug Administration-approved anti-hangover capsule. WrecOver is a food supplement that prevents hangovers and provides brain and liver protection through natural antioxidants, vitamins, and minerals such as Vitamin B-Complex, Vitamin C, Silymarin, Zinc, Magnesium, Taurine, Ginkgo Biloba, and N-Acetyl Cysteine.

Another factor for the growth of the segment is the availability of various research studies. For instance, in June 2021, a research study published titled "The use of N-acetylcysteine in the prevention of hangover: a randomized trial" stated that N-Acetylcysteine (NAC) could provide better recovery from a hangover. Such studies would increase the growth of the market in the studied period.

##### North America is Expected to Dominate the Market Over the Forecast Period

The North American market is estimated to witness growth due to the higher consumption of alcohol and the presence of alcohol rehydration products in the region. Increasing alcohol consumption, specifically post-pandemic, is one of the key factors in driving the market growth. For instance, in November 2021, a research study published by Columbia University Mailman School of Public Health titled "The concerning increasing trend of alcohol beverage sales in the United States during the COVID-19 pandemic" stated that During the COVID-19 pandemic months of March 2020 to September 2020, United States alcohol retail store sales increased compared to usual trends while food services and drinking places sales decreased markedly during the same period.

Moreover, as per Alcohol.org data updated in July 2022, around 85.6% of adults aged 18 and older report drinking alcohol at least once in their lives, with 69.5% reporting having had alcohol in the past year, and 54.9% having had alcohol in the past month. Thus, increased use of alcohol in the region is expected to increase the demand for hangover rehydration supplements over the forecast period.

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Thus, due to the abovementioned factors, the market is likely to grow in the future.

## Hangover Rehydration Supplements Market Competitor Analysis

The hangover rehydration supplements market is moderately fragmented. In terms of market share, a few of the major players are currently dominating the market. Some of the companies which are currently dominating the market are More Labs, Himalaya Wellness, Rally Labs LLC, DOTSHOT, and Flyby, among others.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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