

## **Consumer Health in Portugal**

Market Direction | 2023-09-22 | 115 pages | Euromonitor

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### **Report description:**

Overall, consumer health in Portugal is set to record strong growth in retail volume and current value terms in 2023. Demand has remained robust, as local consumers remain health-conscious and are becoming increasingly knowledgeable about the available products and are engaged in the proactive self-management of their health. This has fostered a greater willingness to self-medicate, especially for non-serious illnesses or ailments. Rising awareness about digestive symptoms, how to treat them and...

Euromonitor International's Consumer Health in Portugal 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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