

Consumer Health in Tanzania

Market Direction | 2023-09-22 | 48 pages | Euromonitor

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Report description:

In 2023, Tanzania faces high inflation and living costs, causing consumers to favour lower-priced generic medications over pricey international brands. Essential categories, such as analgesics, cough, cold, allergy remedies, and digestive remedies, continue to maintain their popularity in Tanzania. Despite unit price increases, the demand for these essential categories remains consistent across all consumer groups in the country. Due to the high inflation rates, lower-income consumers have been...

Euromonitor International's Consumer Health in Tanzania 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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