

## **Consumer Health in the Philippines**

Market Direction | 2023-10-20 | 112 pages | Euromonitor

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### **Report description:**

Positive sales growth was registered across most categories of consumer health in the Philippines in 2023 as the strong focus on health and wellbeing that has spread among the population since the peak of the COVID-19 pandemic continued to spur consumer demand, supporting volume and value growth. In particular, herbal/traditional products and vitamins and supplements supported significant uplift in demand due to spreading knowledge that these types of products have been identified as offering ge...

Euromonitor International's Consumer Health in Philippines 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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### KEY DATA FINDINGS

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#### PROSPECTS AND OPPORTUNITIES

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