

Consumer Health in Cote d'Ivoire

Market Direction | 2024-03-01 | 48 pages | Euromonitor

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Report description:

In 2023, urbanisation, population growth and health and wellness drove retail sales. Most consumers self-medicated as the cheaper option and due to limited access to doctors outside of key cities. An overburdened public health sector and expensive private health mean consumers rely on family/social circles and advice from pharmacists. Moreover, global inflation posed challenges to imports and led to price rises locally. Illicit trade is still very popular, despite government efforts to halt it.

Euromonitor International's Consumer Health in Cote d'Ivoire report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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