

Consumer Health in Latin America

Global Strategy | 2024-04-02 | 49 pages | Euromonitor

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Report description:

Emerging from the pandemic, Latin America moved into a period of high inflation, with both factors hitting consumer health sales in 2022. The large Brazilian market was facing new health challenges in the form of arboviruses, especially dengue, in 2023 as climatic conditions conspired to contribute to the proliferation of insects. In Mexico, consumers moved away from prevention into a more reactive mode, waiting for symptoms to manifest, hitting sales of vitamins and dietary supplements in 2023.

Euromonitor International's Consumer Health in Latin America global briefing examines the size, growth trends and potential opportunities in the Consumer Health market. The strategic analyses include assessing the impacts of changing regulations, research breakthroughs and public health concerns on both the market and leading companies. Consumer attitudes towards the products and their personal healthcare needs are also explored.

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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