

Consumer Health in Western Europe

Global Strategy | 2024-04-08 | 59 pages | Euromonitor

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Report description:

While coughs, colds and the flu were less prevalent during the home seclusion of 2020, negatively impacting sales of cough and cold remedies in this year, they returned in full in the 2022/2023 winter season, with society fully reopened, boosting this category's performance in 2022, with sales remaining at a high level in 2023. As health consciousness becomes increasingly important for consumers in Western Europe, this will continue to help drive sales in sports nutrition.

Euromonitor International's Consumer Health in Western Europe 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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