

Consumer Health in China

Market Direction | 2024-09-18 | 101 pages | Euromonitor

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Report description:

Consumer health in China is expected to record low single-digit retail current value growth in 2024, with the surge in demand for consumer health products during the COVID-19 pandemic subsiding, and growth rates returning to the pre-pandemic level. In terms of categories, OTC, which was most heavily impacted and saw growth spurred during the COVID-19 peak, is projected to return to slower growth in 2024, after the significant peak of growth in late 2022 and early 2023. This peak was mainly due t...

Euromonitor International's Consumer Health in China 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.

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