

## **Consumer Health in France**

Market Direction | 2024-09-17 | 128 pages | Euromonitor

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### **Report description:**

At first glance, consumer health in France appears to exhibit robust current value growth in 2024, similar to the performance observed in 2023. However, industry players express considerable disappointment regarding volume progression. In light of a challenging economic environment, French households are increasingly favouring prescribed OTC products in order to benefit from reimbursement. This shift positively impacts pure OTC products but does not translate into sufficient volume growth. Value...

Euromonitor International's Consumer Health in France 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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### PROSPECTS AND OPPORTUNITIES

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