

Consumer Health in the Philippines

Market Direction | 2024-09-18 | 109 pages | Euromonitor

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Report description:

The market for consumer health products in the Philippines is set to continue to enjoy healthy growth in current value terms in 2024. The ongoing influence of COVID-19 has had a lasting impact on Filipino lifestyles, with health and wellbeing remaining central concerns. Prior to the pandemic, spending was largely concentrated on medicinal products like cold remedies and analgesics. However, there has been a significant shift towards lifestyle products, notably sports nutrition and vitamins. This...

Euromonitor International's Consumer Health in Philippines 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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Euromonitor International
September 2024

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Positive growth for analgesics, underpinned by increasing urbanisation and more stressful lifestyles
Ageing population will have positive impact on demand
Pharmacy franchises pave way for greater availability of analgesics, especially in rural areas

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Gummy vitamins are set to grow in popularity, due to their appealing taste

Leading vitamin brands will benefit from increased visibility via e-commerce

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Growing number of collaborations between sports nutrition and activity-focused brands

Widening availability of credit options via e-commerce boosts demand

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