

## **Consumer Health in the US**

Market Direction | 2024-09-17 | 129 pages | Euromonitor

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### **Report description:**

In 2024, the consumer health landscape in the US is marked by a moderated environment across various categories. Inflationary pressures have eased, leading to slightly slower price increases, while seasonal categories such as cough, cold, and allergy remedies (CCAs) continue to stabilise after the peaks observed in 2022. Private label offerings have also moderated, as the cost of branded products has normalised and supply chain efficiencies improved.

Euromonitor International's Consumer Health in USA 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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Top consumer priorities of safety and skin health spur innovation in dermatologicals

#### PROSPECTS AND OPPORTUNITIES

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## 2024 DEVELOPMENTS

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