

## **Consumer Health in Portugal**

Market Direction | 2024-09-27 | 105 pages | Euromonitor

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### **Report description:**

Logistical issues and the high cost of raw materials continue to impact consumer health manufacturers in Portugal resulting in higher average prices. As a result, current value growth is outperforming retail volumes in most categories. The preventive health trend is developing well, and this is having a positive impact on consumer health purchases, notably mineral supplements, multivitamins and probiotics. Sleep aids remain a very dynamic category as stress, anxiety and ageing continues to affect...

Euromonitor International's Consumer Health in Portugal 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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