

## **Consumer Health in Ghana**

Market Direction | 2024-10-09 | 62 pages | Euromonitor

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### **Report description:**

In 2024, consumer health in Ghana faces challenges due to rising inflation and the depreciation of the cedi, leading to higher costs for both local and imported pharmaceuticals. Consumers are shifting from premium to affordable brands and herbal remedies, especially in lower-income groups. Middle and upper-income consumers have also embraced herbal products, gaining trust since the pandemic. Companies, like Ernest Chemist, are responding with smaller, more affordable pack sizes, while consumer e...

Euromonitor International's Consumer Health in Ghana 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International  
October 2024

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