

## **Consumer Health in Jordan**

Market Direction | 2024-10-08 | 56 pages | Euromonitor

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### **Report description:**

Consumer health has seen moderate growth in current value terms in 2024 with stronger gains restricted by the economic uncertainty and declining purchasing power. Sales are being driven by population growth, an increase in self-medication, broad access to OTC products and rising health awareness. However, a drop in tourist arrivals in 2024 due to the Israel-Hamas War and an increase in import costs due to the security crisis in the Red Sea has negatively impacted consumer health in Jordan.

Euromonitor International's Consumer Health in Jordan 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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