

Consumer Health in Peru

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Report description:

Consumer Health in Peru is set to record positive but low-level value growth in 2024, impacted by the complex economic environment and consumer healthcare trends. For OTC products, growth is marginal. Due to lower disposable incomes, consumers have reduced the frequency of purchases, often only buying goods aligned with urgent health needs. In addition, the landscape for generics has grown, boosting sales of more affordable options and impacting overall value growth.

Euromonitor International's Consumer Health in Peru 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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