

Consumer Health in Tanzania

Market Direction | 2024-10-18 | 52 pages | Euromonitor

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Report description:

Categories such as analgesics, cough, cold and allergy (hay fever) remedies, and digestive remedies, remain popular in Tanzania. However, high inflation in 2024 favoured lower-priced generics over pricey international brands. Despite unit price increases, demand for essential categories remains consistent across consumer groups. Nevertheless, lower-income earners reduced their purchases of consumer health products to prioritise food instead or opted for cheaper herbal/traditional products.

Euromonitor International's Consumer Health in Tanzania 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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