

## **Consumer Health in India**

Market Direction | 2025-01-20 | 103 pages | Euromonitor

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### **Report description:**

In 2024, consumer health in India is projected to grow at a strong pace in retail current value terms, with nearly a double-digit increase, driven by evolving consumer priorities and lifestyle changes. Key factors contributing to growth include rising disposable incomes, urbanisation, and the increasing prevalence of dual-income households. With busier lifestyles, especially in urban settings, consumers are seeking convenient health solutions, driving demand for preventive health products and su...

Euromonitor International's Consumer Health in India report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2020-2024, allowing you to identify the sectors driving growth. Forecasts to 2029 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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Traditional Ayurveda knowledge, and familiarity with natural ingredients to drive growth  
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