



Euromonitor  
International

# World Market for Consumer Health

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Six trends shaping consumer health

## GLOBAL OUTLOOK

Consumer health, still weathering inflation, sees promising pockets of growth in 2023

Fighting pricing pressures, industries including consumer health battle moderate growth

Sturdiness in demand pushes OTCs considerably ahead of vitamins and dietary supplements

Vitamins and dietary supplements continue to lead five-year growth across many markets

Consumer health performance differs markedly between regions

OTCs rebound as vitamins and dietary supplements see mixed results

Evaluating the impact of inflation: Category growth in 2022 and 2023

Evaluating the impact of inflation: Company responses in times of crisis

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Global OTC growth slows in constant value terms, still remarkably robust in current value

The mid-2020s will see the unwinding of the unpredictable growth of the COVID years

Vitamins and dietary supplements increasingly relying on Asia Pacific for post-COVID growth

As active nutrition takes hold, sports nutrition explodes while weight management stagnates

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Consumer health in 2028: Innovation will have to lead the way out of sameness

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Global market leaders continue to cede ground slowly to smaller competitors

Acquisitions so far in 2023 presage another year of slow M&A activity

Varying performance expected among consumer health's leaders in 2023

Many of the top-growing companies in consumer health cluster in Asia Pacific

Market fragmentation: OTC products

## LEADING COMPANIES AND BRANDS

Market fragmentation: Vitamins and dietary supplements

Market fragmentation: Sports nutrition

Market fragmentation: Weight management and wellbeing

## KEY TRENDS SHAPING CONSUMER HEALTH

Examining the trends driving growth in consumer health

Segmenting women's health will dramatically open opportunities for growth

Multifunctionality a response to consumer feedback about pill fatigue, efficacy and pricing

Weight loss drugs are a true risk to existing weight management brands but offer some hope

Pain management undergoes a facelift, with new positionings, ingredients and strategies

Beauty-from-within supplements, dominant in Asia, expanding steadily globally

Sports nutrition to sustain growth by expanding geographically, integrating health benefits

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Global snapshot of OTC drugs

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