



Euromonitor  
International

# Kenvue Inc in Consumer Health

April 2024

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## STATE OF PLAY

Kenvue is the second largest consumer health company globally

Kenvue's global footprint

Company overview

Kenvue's Spin off from Johnson & Johnson opens growth opportunities

## EXPOSURE TO FUTURE GROWTH

US to drive growth due to large brand portfolio and strong pace of innovation

## COMPETITIVE POSITIONING

Focused strategy among the leading players to influence performance

Haleon continues to be Kenvue's main competitor

Kenvue leads in North America, while maintaining a global presence

Top brands Tylenol, Zyrtec and Motrin have potential to expand sales in leading markets

Kenvue provides a holistic omnichannel experience to consumers through e-commerce

Kenvue's launch of the "Everyday Care Mission"

Kenvue innovating by product variety through brands of Tylenol, Motrin and Zarbee's

## COUGH, COLD AND ALLERGY REMEDIES

Globally Kenvue leads in cough, cold and allergy remedies, followed closely by Haleon

Largest portfolio of products for Kenvue within combination products

## ANALGESICS

Kenvue still the second largest company globally in analgesics

Kenvue's analgesics portfolio is dominated by systemic analgesics

Product innovation through hybrid product Motrin Dual Action with Tylenol

## DIGESTIVE REMEDIES

Kenvue's digestive remedies portfolio more expansive globally than other categories

Diarrhoeal remedies and indigestion/heartburn remedies dominate Kenvue's product mix

## KEY FINDINGS

Overview of consumer health for Kenvue: Product and brand coverage in 2023

Executive summary

## APPENDIX

Projected company sales: FAQs

Projected company sales: FAQs

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/kenvue-inc-in-consumer-health/report](http://www.euromonitor.com/kenvue-inc-in-consumer-health/report).