

The World Market for Consumer Health

October 2025

Table of Contents

Our expert's view of Consumer Health in 2025 Consumer Health snapshot Key findings

INTRODUCTION

Key facts to share

Top five trends in Consumer Health

Top five trends uncovered

Drivers of consumer markets and impact on Consumer Health

Consumer health is subject to competition and inspiration from adjacent categories

STATE OF THE INDUSTRY

Consumer health demand shows moderate growth, with improving prospects over time Protein and drink formats stand out as drivers across many demand patterns

Demand patterns show in-home living has reduced spend priority, exempting essentials

North American saturation has been a consistent drag on growth rates in world demand

Sports nutrition dominates growth, but note the realignment of both China and India

Prevention is more elastic vs treatment, but health spend is typically the last to be cut

The need for remedies is suppressed, with reduced infections and weak allergy seasons

Vitamins and dietary supplements are buoyed by protein, beauty and longevity

Protein is visibly driving demand, in sports nutrition, but also inside dietary supplements

Weight management and wellness (WMW) declines slightly in both short and long term

COMPANIES AND PRODUCTS

Stagnation and a fragmentation of company power at the top of the industry continues Leading companies refocus and restructure to pursue growth and protect today's value By-health Co Ltd at USD2,477 million has fallen from 10th to 15th since 2020 MaryRuth as a leader in growth is worth studying for how solidly it lands ethical identity Consumer health is a high SKU launch industry historically, but the pace has fallen off Dietary supplement positioning shows chronic giving way to lifestyle-driven consumption

CHANNELS

E-commerce continues to outperform, now accounting for over a quarter of all sales E-commerce gains are not uniform, specific categories and countries are driving this

FUTURE OUTLOOK

Where will future growth come from (the longer-term view)?

Absolute growth is helpful, but per capita change gives another lens for opportunity The US market shows turmoil in 2025-2026, with tariffs driving strategic levels of change

CONCLUSION

A SWOT analysis for consumer health

Key opportunities for growth (and the defence of existing value) in consumer health

CONCLUSION

Our expert's view of Consumer Health to 2030

APPENDIX

Reading these bubble charts: Historic data Reading these bubble charts: Future forecast data

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer
 trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with
 country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/the-world-market-for-consumer-health/report.