



Euromonitor  
International

# The World Market for Consumer Health

October 2024

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Our expert's view of consumer health in 2024

Key findings

Consumer health, despite slow growth in 2024, has promising avenues for future growth

Top five trends in consumer health

Top five trends uncovered

Drivers of consumer markets and impact on consumer health

Consumer health faces increased competition, inspiration from adjacent categories

## STATE OF THE INDUSTRY

Inflationary impact still presents headwinds for global consumer health

Sports nutrition surges, vitamins and dietary supplements strong in emerging markets

Asia Pacific and North America off in 2024, other regions return to healthy growth

OTC sees soft growth in 2024, vitamins and dietary supplements look to newer markets

As the industry plans pathways for growth, where consumers go for information matters

## COMPANIES AND PRODUCTS

Global industry leaders see slower growth and cede opportunities to regional players

Consumer health's top 10 companies are looking within to jumpstart stalled growth

Kirin Holdings paves the way for a new generation of acquisitions in Asia

Despite hiccups, fastest-growing companies cluster in Asia Pacific and active nutrition

New product launches stagnate from 2021-2022: signs of rebound in 2024?

Product claims have also softened, but lifestyle claims are positioned for growth

Sustainability claims in consumer health still markedly behind adjacent industries

## CHANNELS

E-commerce becomes second largest channel, with no signs of slowing down in 2024

The US leads in e-commerce, vitamins and dietary supplements continues strong growth

## FUTURE OUTLOOK

Sports nutrition to see the strongest forecast gains

Despite slowdown, the US will dominate forecast consumer health sales

Sales forecasts expected to outpace historic rates in most regions, but not in Asia

Vitamins and dietary supplements to outpace OTC throughout the forecast period

## CONCLUSION

The consumer health industry has several paths to rebounding rates of growth

Opportunities for growth

Our expert's view of consumer health to 2029

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