

Consumer Health in Brazil

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Abstracts

Consumer health in Brazil is expected to close 2023 with double-digit growth in current value terms for the third consecutive year. While in previous years, the COVID-19 pandemic boosted demand for cough, cold and allergy (hay fever) remedies, as well as analgesics and products focused on preventive immune care, 2023 has been marked by new health challenges: arboviruses (dengue, zika, and chikungunya). The rise in temperatures has led to an increase in cases, and dengue in particular has attract...

Euromonitor International's Consumer Health in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Consumer Health in Brazil
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LIST OF CONTENTS AND TABLES

CONSUMER HEALTH IN BRAZIL

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 KEY TRENDS

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 1 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 2 Life Expectancy at Birth 2018-2023

MARKET DATA

Table 3 Sales of Consumer Health by Category: Value 2018-2023

Table 4 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 6 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 7 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 8 Distribution of Consumer Health by Format: % Value 2018-2023

Table 9 Distribution of Consumer Health by Format and Category: % Value 2023

Table 10 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 11 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

ANALGESICS IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growth remains steady, and analgesics remains the leader within OTC

Traditional brands continue to invest in mass media to maintain relevance amongst consumers

Small pharmacies still concentrate most sales of analgesics

PROSPECTS AND OPPORTUNITIES

Brazilians' hectic routines will tend to maintain high levels of stress, driving demand for analgesics

Distribution developments, with debate set to continue over expanding retail channels

Increased awareness of risks of self-medication, and dengue may lead to more cautious consumption of analgesics

CATEGORY DATA

Table 12 Sales of Analgesics by Category: Value 2018-2023

Table 13 Sales of Analgesics by Category: % Value Growth 2018-2023

Table 14 NBO Company Shares of Analgesics: % Value 2019-2023

Table 15 LBN Brand Shares of Analgesics: % Value 2020-2023

Table 16 Forecast Sales of Analgesics by Category: Value 2023-2028

Table 17 Forecast Sales of Analgesics by Category: % Value Growth 2023-2028

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Search for convenience and a good night's sleep drive growth for decongestants and combination products

Increase in rhinovirus cases drives sales of paediatric cough, cold and allergy remedies, while competition increases for pharyngeal preparations

EMS SA expands its production capacity, Eurofarma completes purchase of Valda, and CIMED invests in diversification

PROSPECTS AND OPPORTUNITIES

Climate change likely to continue, and intensify cases of allergies in the forecast period

Inefficacy of phenylephrine declared by the FDA could negatively impact sales of decongestants in Brazil

Innovation through sustainable packaging and conscious disposal emerges as a differentiation strategy in a mature category

CATEGORY DATA

Table 18 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023

Table 19 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023

Table 20 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023

Table 21 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023

Table 22 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028

Table 23 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

DIGESTIVE REMEDIES IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Outbreak of diarrhoea cases helps drive growth for digestive remedies in 2023

Demand for indulgent foods underpins the growth of antacids

Anvisa approves changes to medicines labelling

PROSPECTS AND OPPORTUNITIES

Digestive remedies to maintain a crucial role in Brazil's consumer health industry

Long-term effects of the COVID-19 pandemic likely to positively impact forecast growth

Gastrointestinal reactions to the use of Ozempic may impact growth

CATEGORY DATA

Table 24 Sales of Digestive Remedies by Category: Value 2018-2023

Table 25 Sales of Digestive Remedies by Category: % Value Growth 2018-2023

Table 26 NBO Company Shares of Digestive Remedies: % Value 2019-2023

Table 27 LBN Brand Shares of Digestive Remedies: % Value 2020-2023

Table 28 Forecast Sales of Digestive Remedies by Category: Value 2023-2028

Table 29 Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

DERMATOLOGICALS IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dermatologicals sees healthy growth along with improvements in the economic scenario and lifestyles in 2023

Demand for products designed to treat the scalp drives sales of medicated shampoos and hair loss treatments

Competition from private label increases in nappy (diaper) rash treatments

PROSPECTS AND OPPORTUNITIES

Demographic dynamics may impact the demand for nappy (diaper) rash treatments in the long term

The market potential for women's health is still little explored in Brazil

New hair loss remedy approved by Anvisa

CATEGORY DATA

Table 30 Sales of Dermatologicals by Category: Value 2018-2023

Table 31 Sales of Dermatologicals by Category: % Value Growth 2018-2023

Table 32 NBO Company Shares of Dermatologicals: % Value 2019-2023

Table 33 LBN Brand Shares of Dermatologicals: % Value 2020-2023

Table 34 LBN Brand Shares of Hair Loss Treatments: % Value 2020-2023

Table 35 Forecast Sales of Dermatologicals by Category: Value 2023-2028

Table 36 Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

NRT SMOKING CESSATION AIDS IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

NRT smoking cessation aids sees a weak performance as high prices continue to discourage consumption

NiQuitin and Nicorette dominate despite a lack of innovation

Gradual reduction in consumption is the main strategy adopted by Brazilians who want to quit smoking

PROSPECTS AND OPPORTUNITIES

E-cigarettes will continue to offer competition to NRT smoking cessation aids

Tax reform could add another layer of disincentive to tobacco consumption

NRT smoking cessation aids in Brazil: Navigating maturity and limited innovation

CATEGORY INDICATORS

Table 37 Number of Smokers by Gender 2018-2023

CATEGORY DATA

Table 38 Sales of NRT Smoking Cessation Aids by Category: Value 2018-2023

Table 39 Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2018-2023

Table 40 NBO Company Shares of NRT Smoking Cessation Aids: % Value 2019-2023

Table 41 LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2020-2023

Table 42 Forecast Sales of NRT Smoking Cessation Aids by Category: Value
2023-2028

Table 43 Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth
2023-2028

SLEEP AIDS IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Double-digit growth supported by the pursuit of quality sleep and the authorisation to sell melatonin without a prescription

Blurring wellness space: Sleep aids compete with several other categories aimed at improving sleep quality

Increasing integration between pharmacies and digital channels for the democratisation of sleep improvement

PROSPECTS AND OPPORTUNITIES

Innovation and technology will continue to push the boundaries of growth

Credibility and a more natural appeal could dictate the category's next steps

The quest to treat the cause rather than the symptom could limit demand in the long term

CATEGORY DATA

Table 44 Sales of Sleep Aids: Value 2018-2023

Table 45 Sales of Sleep Aids: % Value Growth 2018-2023

Table 46 NBO Company Shares of Sleep Aids: % Value 2019-2023

Table 47 LBN Brand Shares of Sleep Aids: % Value 2020-2023

Table 48 Forecast Sales of Sleep Aids: Value 2023-2028

Table 49 Forecast Sales of Sleep Aids: % Value Growth 2023-2028

EYE CARE IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Digitalisation increases exposure time to screens and boosts demand for eye care products for different ages

Eye care remains concentrated, dominated by two multinationals

TikTok trend encourages the use of eye drops to treat acne

PROSPECTS AND OPPORTUNITIES

Increase in cases of myopia amongst children and adolescents will stimulate the therapeutic use of atropine eye drops

The quest for healthy ageing and preventive care will lead to increasing competition from vitamins and dietary supplements

Pharmacy campaigns likely to continue to appear, as a good strategy to circumvent inflation in the forecast period

CATEGORY DATA

Table 50 Sales of Eye Care by Category: Value 2018-2023

Table 51 Sales of Eye Care by Category: % Value Growth 2018-2023

Table 52 NBO Company Shares of Eye Care: % Value 2019-2023

Table 53 LBN Brand Shares of Eye Care: % Value 2020-2023

Table 54 Forecast Sales of Eye Care by Category: Value 2023-2028

Table 55 Forecast Sales of Eye Care by Category: % Value Growth 2023-2028

WOUND CARE IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wound care continues to decline in volume terms, in the context of changing consumer behaviour

Band-Aid continues to lead an evolving category, prioritising sustainability in compositions and formats

Private label growth in Brazilian pharmacies: Meeting consumer demand for cost-effective solutions

PROSPECTS AND OPPORTUNITIES

Convenience, healthy lifestyles, and family needs will contribute to growth

New formats could boost growth through new usage occasions

In-store sales will continue to lead, but click and collect is increasing as a strategy

CATEGORY DATA

Table 56 Sales of Wound Care by Category: Value 2018-2023

Table 57 Sales of Wound Care by Category: % Value Growth 2018-2023

Table 58 NBO Company Shares of Wound Care: % Value 2019-2023

Table 59 LBN Brand Shares of Wound Care: % Value 2020-2023

Table 60 Forecast Sales of Wound Care by Category: Value 2023-2028

Table 61 Forecast Sales of Wound Care by Category: % Value Growth 2023-2028

VITAMINS IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sales stabilise at a far higher level than pre-pandemic, with multivitamins driving growth

Online brands redefine wellness choices with personalised vitamins

Digital native brands move into pharmacies, while private label continues to grow

PROSPECTS AND OPPORTUNITIES

The long-term effects of the pandemic and demand from specific audiences set to sustain solid growth in the forecast period

The demand for functional wellness products will increase the competition across industries

The quest for health opens up space for new advertising and sales channels

CATEGORY DATA

Table 62 Sales of Vitamins by Category: Value 2018-2023

Table 63 Sales of Vitamins by Category: % Value Growth 2018-2023

Table 64 Sales of Multivitamins by Positioning: % Value 2018-2023

Table 65 NBO Company Shares of Vitamins: % Value 2019-2023

Table 66 LBN Brand Shares of Vitamins: % Value 2020-2023

Table 67 Forecast Sales of Vitamins by Category: Value 2023-2028

Table 68 Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

DIETARY SUPPLEMENTS IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

With products for immunity losing traction, dietary supplements grows through the quest for gut health, energy and performance

Collagen's remarkable journey: From beauty to sports nutrition and beyond

The search for multifunctionality grows through the quest for more holistic wellbeing

PROSPECTS AND OPPORTUNITIES

Rising demand for female-focused products, driven by growing female population

Farmax acquires Sanavita: Beauty and personal care players are shaping the competitive landscape

Pharmacies will remain a major force, while e-commerce set to continue to shape distribution

CATEGORY DATA

Table 69 Sales of Dietary Supplements by Category: Value 2018-2023

Table 70 Sales of Dietary Supplements by Category: % Value Growth 2018-2023

Table 71 Sales of Dietary Supplements by Positioning: % Value 2018-2023

Table 72 NBO Company Shares of Dietary Supplements: % Value 2019-2023

Table 73 LBN Brand Shares of Dietary Supplements: % Value 2020-2023

Table 74 Forecast Sales of Dietary Supplements by Category: Value 2023-2028

Table 75 Forecast Sales of Dietary Supplements by Category: % Value Growth
2023-2028

WEIGHT MANAGEMENT AND WELLBEING IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increased synergies with other industries and the search for practical health drive growth

Herbalife continues to lose ground in the Brazilian market

New communication channels are resumed, and e-commerce continues to advance

PROSPECTS AND OPPORTUNITIES

Increase in obesity expands growth potential in the forecast period

Fast demographic changes will contribute to the transformation of the Brazilian market

Developments in weight loss medications may pose an increasing threat to weight management and wellbeing

CATEGORY DATA

Table 76 Sales of Weight Management and Wellbeing by Category: Value 2018-2023

Table 77 Sales of Weight Management and Wellbeing by Category: % Value Growth
2018-2023

Table 78 NBO Company Shares of Weight Management and Wellbeing: % Value
2019-2023

Table 79 LBN Brand Shares of Weight Management and Wellbeing: % Value
2020-2023

Table 80 Forecast Sales of Weight Management and Wellbeing by Category: Value
2023-2028

Table 81 Forecast Sales of Weight Management and Wellbeing by Category: % Value
Growth 2023-2028

SPORTS NUTRITION IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong growth for sports nutrition, driven by a wider consumer base embracing a healthier lifestyle

Cross-industry competition increases in response to the blurring wellness concept

Sports nutrition products gain shelf space in grocery retailers

PROSPECTS AND OPPORTUNITIES

Tax reform, the recovery of purchasing power, and the search for healthier lifestyles set to lead to double-digit growth rates

The search for convenience will drive the growth of new formats

Expanding sports nutrition through leveraging new sales channels and e-commerce growth

CATEGORY DATA

Table 82 Sales of Sports Nutrition by Category: Value 2018-2023

Table 83 Sales of Sports Nutrition by Category: % Value Growth 2018-2023

Table 84 NBO Company Shares of Sports Nutrition: % Value 2019-2023

Table 85 LBN Brand Shares of Sports Nutrition: % Value 2020-2023

Table 86 Forecast Sales of Sports Nutrition by Category: Value 2023-2028

Table 87 Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

HERBAL/TRADITIONAL PRODUCTS IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Herbal/traditional products shows double-digit growth in Brazil

Typical products from Brazil drive growth in herbal/traditional dietary supplements

Healthier lifestyles and herbal solutions are reshaping Brazilian retail

PROSPECTS AND OPPORTUNITIES

Government support for herbal products expected to leverage growth in the coming years

Companies investing in expansion of herbal/traditional products set a positive outlook for the category

Evolution needed in prescribers' education about the qualities and benefits of phytotherapeutics

CATEGORY DATA

Table 88 Sales of Herbal/Traditional Products by Category: Value 2018-2023

Table 89 Sales of Herbal/Traditional Products by Category: % Value Growth 2018-2023

Table 90 NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023

Table 91 LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023

Table 92 Forecast Sales of Herbal/Traditional Products by Category: Value 2023-2028

Table 93 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2023-2028

PAEDIATRIC CONSUMER HEALTH IN BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dengue cases increase, boosting demand for dipyrone

Anvisa bans melatonin supplements for irregular advertising

Nappy (diaper) rash treatments accounts for more than half of sales in paediatric consumer health, and brand credibility remains crucial

PROSPECTS AND OPPORTUNITIES

Paediatric vitamins and dietary supplements the highlight in terms of forecast growth

Demographic changes put pressure on the category and point to diversification

Women infected with zika during pregnancy have an increased risk of having children with autism spectrum disorder

CATEGORY DATA

Table 94 Sales of Paediatric Consumer Health by Category: Value 2018-2023

Table 95 Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023

Table 96 NBO Company Shares of Paediatric Consumer Health: % Value 2019-2023

Table 97 LBN Brand Shares of Paediatric Consumer Health: % Value 2020-2023

Table 98 Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028

Table 99 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

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