

# Consumer Health in Canada

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## Abstracts

In 2023, still relatively high inflation continues to impact prices of essentials, such as groceries, as well as consumer health products, including OTC remedies, vitamins and dietary supplements and sports nutrition. However, consumer demand remains strong, despite price increases. OTC products have enjoyed demand with, for example, consumers buying analgesics and cough/cold remedies in preparation for the 2023-2024 cold and flu season. Consumers, governments, retailers, suppliers and health au...

Euromonitor International's Consumer Health in Canada report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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 CANADA

#### 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 CANADA

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Fast pain relief needs and fear of shortages maintain a demand for systemic analgesics

New Advil product showcases the potential for innovative pain relief options

Elderly consumers and fitness enthusiasts push the demand for topical analgesics

## PROSPECTS AND OPPORTUNITIES

Analgesics is expected to witness stabilisation in the forecast period

Dietary supplements to ride into analgesics' spaces

Further development and growth opportunities lie ahead for retail e-commerce

## 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 CANADA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Cough and cold remedies/products enjoy demand as consumers prepare for the 2023-2024 cold and flu season

Intense allergy season boosts retail value sales of antihistamines/allergy remedies

Code of conduct to resolve grocery retailer-supplier issues

### PROSPECTS AND OPPORTUNITIES

Stabilisation anticipated in the demand for cough/cold remedies/products

More intense allergy seasons to foster demand for antihistamines/allergy remedies (systemic)

Growing e-commerce demand for cough, cold and allergy (hay fever) remedies

## 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 CANADA

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Strong earlier demand dampens retail volume growth potential in 2023

New launch fits with need for convenient solutions for busy consumers

More natural solutions enter the fray

#### PROSPECTS AND OPPORTUNITIES

More stable demand trajectory expected in the forecast period

Private label is set to remain an important presence in digestive remedies

Threat from vitamins and dietary supplements is likely to grow

#### 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 CANADA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Topical antifungals to lead retail volume growth as consumers resume gym norms

New launch offers a technological and more natural alternative

Strong private label presence persists in a tough economic climate

#### PROSPECTS AND OPPORTUNITIES

Positive growth across dermatologicals as society reopens fully

E-commerce set to grow as a retail channel for hair loss treatments

Biting insect population to push sales of topical allergy remedies/antihistamines

#### 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 CANADA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Rising health awareness and smoking cessation support boost the category

Sesh Products taps into smoking cessation needs of smokers and vapers

New warning regulations to increase the pressure to quit smoking

## PROSPECTS AND OPPORTUNITIES

The difficulty of quitting the habit offers growth opportunities for NRT smoking cessation aids

Use of technology to develop in the category

Online offer of NRT smoking cessation aids is set to continue to grow in the forecast period

## 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 CANADA

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Growing incidence of sleep issues boosts the demand for sleep aids

Prescription alternatives may dampen growth potential

Competition grows from vitamins and dietary supplements players

## PROSPECTS AND OPPORTUNITIES

Better growth rates anticipated as the economic situation stabilises

Technology continues to penetrate the sleep aids space

Companies add sleep support to employee programmes

## 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 CANADA

### KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Fuller return to the workplace fosters the use of eye care products

Intense allergy season sustains usage of allergy eye care products

Alcon Canada releases new Systane all-in-one solution

#### PROSPECTS AND OPPORTUNITIES

Longer-term factors to sustain a demand for eye care

Longer and more intense allergy seasons to boost the use of allergy eye care

Eye care is set to continue to penetrate online grocery lists

#### 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 CANADA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Fuller resumption of active lifestyles creates conditions for minor injuries and the use of wound care products

Wide, colourful and dynamic offer in wound care

E-commerce emerges as a channel for wound care

#### PROSPECTS AND OPPORTUNITIES

The demand for wound care is set to stabilise as society returns to normality

New players and start-ups to find niches for penetration and growth

The ageing population trend remains a key contributor to wound care sales

#### 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 CANADA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Stabilisation, but the demand for vitamins remains strong

New Nature's Bounty line offers innovation in a crowded landscape

Concentrated distribution landscape intensifies competitive arena

#### PROSPECTS AND OPPORTUNITIES

Slow growth anticipated due to more mindful purchasing habits



Personalisation set to trend in vitamins

New labelling and fee requirements to impact the category

#### 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 CANADA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

The demand for probiotic supplements continues to benefit from rising health awareness

Manufacturers continue to respond to the trend for immunity products

Fears of higher costs with new regulations

##### PROSPECTS AND OPPORTUNITIES

Dietary supplements is expected to ride the health and wellness trend to positive growth

Personalised nutrition trend is set to grow

New labelling regulations to impact dietary supplements

#### 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 CANADA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Protein positioning offers some respite for meal replacement

Ensure and Boost continue to drive supplement nutrition drinks

Trend for apple cider vinegar weight loss supplements

##### PROSPECTS AND OPPORTUNITIES

Bright outlook as busy consumers try to manage weight and wellbeing

Prescription drugs offer a threat to weight loss products



Growing importance of e-commerce in 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 CANADA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Convenience formats perform well in 2023

Workout needs maintain the appeal of sports non-protein products

Players respond to high sophistication of product users

##### PROSPECTS AND OPPORTUNITIES

High health and wellbeing awareness to boost the demand for sports nutrition

Key fitness trends to inform new product development

Growing array of gyms and fitness centres augurs well for sports nutrition

#### 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 CANADA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Cannabidiol (CBD) offers growth potential in herbal/traditional products

The demand for herbal/traditional cough, cold and allergy (hay fever) remedies benefits from lingering supply and respiratory illness fears

New regulations threaten to increase costs

##### PROSPECTS AND OPPORTUNITIES

Ageing population and CBD trends offer strong growth opportunities for

herbal/traditional topical analgesics

Canadian brands to benefit from innovation and strong distribution

New labelling requirements to impact category costs and prices

#### 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 CANADA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

Concerns over shortages and out-of-home lifestyles push the demand for paediatric cough/cold remedies

Intense allergy seasons maintain interest in paediatric allergy remedies

Paediatric vitamins and dietary supplements see strong demand amid stabilisation

##### PROSPECTS AND OPPORTUNITIES

Maturity and stabilisation to limit growth potential

Players are required to marry parents' expectations and children's tastes

Online presence to grow but physical stores remain the go-to format

#### 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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