

# Consumer Health in China

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## Abstracts

Consumer health in China recorded high single-digit current value growth in 2022, mainly due to the COVID-19-related sales surge for OTC products, and this growth trend is set to continue in 2023, mainly due to rising health awareness. In terms of categories, the current value growth rate of OTC products is set to gradually slow to the pre-pandemic level in 2023, after a significant peak of growth in 2022, which was mainly due to the wave of COVID-19 after the lifting of restrictions in December...

Euromonitor International's Consumer Health in China 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.

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