

# Consumer Health in Ethiopia

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## Abstracts

A high rate of inflation, averaging 30% in 2023, forced consumers to cut down on spending on non-essential items, and even to reconsider the food they purchased to reduce their expenditure. Rx medications continued to be widely purchased under the counter in pharmacies, which negatively affected demand for OTC products. Asian brands, which are mainly manufactured in China and India, grew in popularity within consumer health in Ethiopia, as they tend to offer very competitive prices.

Euromonitor International's Consumer Health in Ethiopia 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.

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