

Consumer Health in Ireland

<https://marketpublishers.com/r/C15980BB6EAEN.html>

Date: September 2023

Pages: 104

Price: US\$ 2,650.00 (Single User License)

ID: C15980BB6EAEN

Abstracts

Consumer health is witnessing another strong performance in 2023 as the category continues to recover from the COVID-19 pandemic following the removal of all pandemic-related restrictions. As Irish people shift back to normal living habits without masks, seasonal colds and flus have returned and this trend is positively impacting consumer health sales in 2023. Economic uncertainty due to the war in Ukraine and high levels of inflation continues to be a pressing issue for businesses and consumers...

Euromonitor International's Consumer Health in Ireland 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 IRELAND

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 IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Normalisation of analgesics sales post-pandemic

Adult acetaminophen is the most popular analgesic in Ireland

Topical analgesics/anaesthetic category benefits from increased levels of physical

activity

PROSPECTS AND OPPORTUNITIES

Analgesics faces slowdown in the face of maturity

Restrictions on codeine may limit sales of combination analgesics

Paediatric analgesics are a priority for Irish parents

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 IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Further rebound in sales of cough, cold and allergy (hay fever) remedies

Seasonal viruses drive demand for cough remedies

Rising incidence of allergies supports sales of antihistamines/allergy remedies

PROSPECTS AND OPPORTUNITIES

Favourable outlook for cough, cold and allergy (hay fever) remedies

Further gains likely for the e-commerce channel

Pharyngeal products to witness strong growth

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 IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Healthier lifestyles lead to lower reliance on digestive remedies

Consumers are more adept at self-medicating for digestive issues

Recovery in travel drives impulse sales

PROSPECTS AND OPPORTUNITIES

Healthy diets will challenge digestive remedies category

H2 blockers to lose out to proton pump inhibitors

Prevalence of obesity will drive sales of digestive remedies

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 IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Normal lifestyles drive demand for dermatologicals

Regular school routines trigger further recovery in antiparasitics/lice (head and body) treatments

Cold sores are a hot topic in Ireland

PROSPECTS AND OPPORTUNITIES

Wide-ranging factors to stimulate common skin problems and drive demand for dermatologicals

Medicated shampoos to bounce back in the forecast period

Health-consciousness will drive product developments in dermatologicals

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 IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

NRT smoking cessation aids see rebound as consumers invest in healthier lifestyles

Strong competition as vaping explodes in Ireland

Patches and gum prevail as most popular options

PROSPECTS AND OPPORTUNITIES

Rate of growth to slow due to challenges from alternative smoking products

Other NRT category faces limited prospects

Competition from state-subsidised products will limit retail growth potential

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 IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

General anxiety and everyday stress renews demand for sleep aids

Rising number of alternatives to OTC sleep aids

Leading players face growing threat from cheaper brands and private label lines

PROSPECTS AND OPPORTUNITIES

Moderate development expected for sleep aids

Lack of innovation to limit growth potential

CBD alternatives are another key threat

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 IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Solid demand for eye care products

Hylo-Forte brand is making strong impact in eye care

More intense hay fever season boosts allergy eye care

PROSPECTS AND OPPORTUNITIES

Growing levels of screen time on digital devices will underpin sales of eye care

Ageing trend and climate change to add further impetus to eye care demand

Preventative solutions and natural remedies may hinder growth potential

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 IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Wound care returns to pre-pandemic volume sales growth

E-commerce sales rebound in 2023

Private label ranges gain retail value share

PROSPECTS AND OPPORTUNITIES

Health-related activities will support wound care sales

Sticking plasters and adhesive bandages to generate sales as households replenish stocks

Private label to expand its position in wound care

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 IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Vitamins consumption falls slightly as prices remain high

Multivitamins and Vitamin D are a high priority for Irish consumers

Retailers are keen to develop private label but face challenges

PROSPECTS AND OPPORTUNITIES

Vitamins to witness moderate growth in forthcoming period

Vitamins B and D to enjoy faster growth

Limited education will push consumers towards multivitamins

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 IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Dietary supplements have become adopted into health regimes

Price comparison shopping drives e-commerce sales

Probiotic supplements remains a buoyant category

PROSPECTS AND OPPORTUNITIES

Sustainable growth expected as consumers focus on preventative health

Major health issues to spearhead demand for dietary supplements

E-commerce will intensify price competition as sales shift online

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 IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Irish consumers perceive weight management products as ineffective

Competition from sports nutrition products

Slimming teas have strong appeal among women

PROSPECTS AND OPPORTUNITIES

Shift to healthier eating creates challenge for weight management category

Surgical solutions for obesity remain a threat

Direct sellers have potential with niche products

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 IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Higher levels of sports and fitness drive uptake of sports nutrition products

Local player Glanbia Plc reinforces its position in sports protein powder and sports protein RTD

Demand rises for sports non-protein products that aid post-workout recovery

PROSPECTS AND OPPORTUNITIES

Sports nutrition has significant growth opportunities

Strong potential for protein bars due to broader appeal

Sports protein RTD to capitalise on convenience trend

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 IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Irish consumers have a strong interest in natural health products

Herbal/traditional sleep aids are a key favourite

Solid growth of herbal/traditional cough and cold remedies

PROSPECTS AND OPPORTUNITIES

Healthy future ahead for herbal/traditional products

Rising consumer interest in CBD

Growing desire for natural herbal/traditional cough and cold remedies

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 IRELAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Seasonal viruses boost use of paediatric analgesics and cough and cold remedies

Fragmented landscape led by key analgesics brands

Vitamins and dietary supplements are a lower priority as parents economise

PROSPECTS AND OPPORTUNITIES

Growth potential hindered by falling birth rates

Vitamin and dietary supplements used as a preventative measure

Paediatric analgesics to remain most popular product

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

I would like to order

Product name: Consumer Health in Ireland

Product link: <https://marketpublishers.com/r/C15980BB6EAEN.html>

Price: US\$ 2,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C15980BB6EAEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970