

Consumer Health in Jordan

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Abstracts

In 2023, consumer health products in Jordan are witnessing notable changes driven by a combination of factors. The industry has experienced a decline from its peaks in 2020 and 2021 when Jordanians rushed to purchase OTC products like analgesics and vitamins to combat the COVID-19 virus. As the pandemic has gradually receded, so has the demand for many products within consumer health. Meanwhile, e-commerce continues to play a pivotal role in reshaping the consumer health industry.

Euromonitor International's Consumer Health in Jordan 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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