

# Consumer Health in Laos

<https://marketpublishers.com/r/C0BC8523F69EN.html>

Date: October 2023

Pages: 53

Price: US\$ 2,100.00 (Single User License)

ID: C0BC8523F69EN

## Abstracts

In 2023, health sensitivities among consumers in Laos, due to local diet and weather, have led to increased demand for consumer health products. Likewise, the prevalence of self-medication persists due to limited hospital access, leading consumers to rely on pharmacies where they can easily obtain a variety of remedies. Meanwhile, the COVID-19 pandemic is no longer having such an impact on the overall industry, which is leading to slowed demand in categories that saw growth in 2020 and 2021.

Euromonitor International's Consumer Health in Laos 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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