

Consumer Health in Russia

<https://marketpublishers.com/r/C7F017C1D2EEN.html>

Date: September 2021

Pages: 119

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

ID: C7F017C1D2EEN

Abstracts

Low disposable incomes, compounded by the economic impact of COVID-19, has negatively impact sales of consumer health products in Russia in 2021, with consumers shifting to generics and less expensive branded products. Reduced purchasing power has also seen Russians showing a preference for proven pharmaceutical substances over herbal/traditional products. Many people lack the financial resources to experiment with natural products and so have instead remained practical when choosing remedies fo...

Euromonitor International's Consumer Health in Russia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2016-2020, allowing you to identify the sectors driving growth. Forecasts to 2025 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 RUSSIA

EXECUTIVE SUMMARY

Consumer health in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 1 Consumer Expenditure on Health Goods and Medical Services: Value 2016-2021

Table 2 Life Expectancy at Birth 2016-2021

MARKET DATA

Table 3 Sales of Consumer Health by Category: Value 2016-2021

Table 4 Sales of Consumer Health by Category: % Value Growth 2016-2021

Table 5 NBO Company Shares of Consumer Health: % Value 2017-2021

Table 6 LBN Brand Shares of Consumer Health: % Value 2018-2021

Table 7 Distribution of Consumer Health by Format: % Value 2016-2021

Table 8 Distribution of Consumer Health by Format and Category: % Value 2021

Table 9 Forecast Sales of Consumer Health by Category: Value 2021-2026

Table 10 Forecast Sales of Consumer Health by Category: % Value Growth 2021-2026

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 RUSSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Acetaminophen sales slump as stockpiling comes to an end while ibuprofen sees growth restricted by price controls

Combination products and naproxen benefit from lack of government price controls

Analgesics continues to see regular new product launches which is driving competition

PROSPECTS AND OPPORTUNITIES

Economic challenges set to undermine the growth potential of analgesics

Use of aspirin in the long-term treatment of heart conditions should support growth

Naproxen and combination products set for further growth while e-commerce stands to make further gains as regulation eases

CATEGORY DATA

Table 11 Sales of Analgesics by Category: Value 2016-2021

Table 12 Sales of Analgesics by Category: % Value Growth 2016-2021

Table 13 NBO Company Shares of Analgesics: % Value 2017-2021

Table 14 LBN Brand Shares of Analgesics: % Value 2018-2021

Table 15 Forecast Sales of Analgesics by Category: Value 2021-2026

Table 16 Forecast Sales of Analgesics by Category: % Value Growth 2021-2026

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN RUSSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

COVID-19 measures and flu vaccinations help limit the spread of cold and flu

Contrasting fortunes for cough remedies and medicated confectionery

Despite declining sales competition remains strong in antihistamines/allergy remedies (systemic)

PROSPECTS AND OPPORTUNITIES

Category maturity and vaccinations set to be an obstacle to growth

Falling birth rates spells bad news for paediatric products

Allergies set to rise as consumer venture out again, while nasal sprays stands to benefit from new product development

CATEGORY DATA

Table 17 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2016-2021

Table 18 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2016-2021

Table 19 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2017-2021

Table 20 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2018-2021

Table 21 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2021-2026

Table 22 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2021-2026

DIGESTIVE REMEDIES IN RUSSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

COVID-19 continues to apply downward pressure on diarrhoeal remedies
Mixed results across digestive remedies as COVID-19 affects demand in different ways
Sales of antacids benefiting from elevated stress levels

PROSPECTS AND OPPORTUNITIES

Slow uptake of COVID-19 vaccines could be an obstacle to growth
Laxatives set to benefit from unhealthy lifestyles and an ageing population
Convenience and efficacy key to growth

CATEGORY DATA

Table 23 Sales of Digestive Remedies by Category: Value 2016-2021
Table 24 Sales of Digestive Remedies by Category: % Value Growth 2016-2021
Table 25 NBO Company Shares of Digestive Remedies: % Value 2017-2021
Table 26 LBN Brand Shares of Digestive Remedies: % Value 2018-2021
Table 27 Forecast Sales of Digestive Remedies by Category: Value 2021-2026
Table 28 Forecast Sales of Digestive Remedies by Category: % Value Growth 2021-2026

DERMATOLOGICALS IN RUSSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Poor diet and lack of exercise continues to drive demand for haemorrhoid treatments
Demand for topical germicidals/antiseptics softens as consumers learn to live with COVID-19

Antipruritics sees strong demand as consumers look to treat COVID-19 rashes

PROSPECTS AND OPPORTUNITIES

E-commerce could support stronger sales of sensitive products over the forecast period
Miramistin and Akriderm expected to remain key drivers of growth in dermatologicals
Easing of COVID-19 restrictions set to benefit dermatologicals

CATEGORY DATA

Table 29 Sales of Dermatologicals by Category: Value 2016-2021
Table 30 Sales of Dermatologicals by Category: % Value Growth 2016-2021
Table 31 NBO Company Shares of Dermatologicals: % Value 2017-2021
Table 32 LBN Brand Shares of Dermatologicals: % Value 2018-2021
Table 33 LBN Brand Shares of Hair Loss Treatments: % Value 2018-2021
Table 34 Forecast Sales of Dermatologicals by Category: Value 2021-2026
Table 35 Forecast Sales of Dermatologicals by Category: % Value Growth 2021-2026

NRT SMOKING CESSATION AIDS IN RUSSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Lack of controls over the sale of Rx NRT smoking cessation aids a barrier to growth
E-vapour products and e-cigarettes offer alternative means of quitting

Economic pressures help limit demand

PROSPECTS AND OPPORTUNITIES

Smoking population set to continue declining but competition from other products threatens the future of NRT smoking cessation aids

Economic pressures set to limit growth opportunities

NRT sprays and gum key to the future of NRT smoking cessation aids

CATEGORY INDICATORS

Table 36 Number of Smokers by Gender 2016-2021

CATEGORY DATA

Table 37 Sales of NRT Smoking Cessation Aids by Category: Value 2016-2021

Table 38 Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2016-2021

Table 39 NBO Company Shares of NRT Smoking Cessation Aids: % Value 2017-2021

Table 40 LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2018-2021

Table 41 Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2021-2026

Table 42 Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2021-2026

SLEEP AIDS IN RUSSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Increased stress and anxiety due to COVID-19 creates demand for sleep aids

Price increase on ethanol puts downward pressure on volume sales

OTCPharm launches innovative new line as it extends its lead in 2021

PROSPECTS AND OPPORTUNITIES

Stress, blue light exposure and an ageing population all set to remain growth drivers

Economic pressures could restrict volume gains

Little change expected in the competitive landscape

CATEGORY DATA

Table 43 Sales of Sleep Aids: Value 2016-2021

Table 44 Sales of Sleep Aids: % Value Growth 2016-2021

Table 45 NBO Company Shares of Sleep Aids: % Value 2017-2021

Table 46 LBN Brand Shares of Sleep Aids: % Value 2018-2021

Table 47 Forecast Sales of Sleep Aids: Value 2021-2026

Table 48 Forecast Sales of Sleep Aids: % Value Growth 2021-2026

EYE CARE IN RUSSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Increased use of digital devices sustains demand but economic pressures take their toll

Allergy eye care suffers from being seen as a secondary treatment

Johnson & Johnson retains the lead thanks to consumer trust and loyalty

PROSPECTS AND OPPORTUNITIES

Standard eye care set to remain the dominant category driven by digitalisation and an ageing population

New packaging and added-value products could be key to fighting off competition from generics

Prevailing economic uncertainty expected to limit growth opportunities

CATEGORY DATA

Table 49 Sales of Eye Care by Category: Value 2016-2021

Table 50 Sales of Eye Care by Category: % Value Growth 2016-2021

Table 51 NBO Company Shares of Eye Care: % Value 2017-2021

Table 52 LBN Brand Shares of Eye Care: % Value 2018-2021

Table 53 Forecast Sales of Eye Care by Category: Value 2021-2026

Table 54 Forecast Sales of Eye Care by Category: % Value Growth 2021-2026

WOUND CARE IN RUSSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Easing of COVID-19 restrictions sees a return to growth for wound care

First aid kits come under further pressure due to economic constraints

Little change in the competitive landscape as consumers turn to tried and tested products

PROSPECTS AND OPPORTUNITIES

Exercise, hygiene and a return to the workplace all potential growth drivers

First aid kits faces ongoing stagnation due to more affordable alternatives

Children key to sales but older generation also present opportunities for growth

CATEGORY DATA

Table 55 Sales of Wound Care by Category: Value 2016-2021

Table 56 Sales of Wound Care by Category: % Value Growth 2016-2021

Table 57 NBO Company Shares of Wound Care: % Value 2017-2021

Table 58 LBN Brand Shares of Wound Care: % Value 2018-2021

Table 59 Forecast Sales of Wound Care by Category: Value 2021-2026

Table 60 Forecast Sales of Wound Care by Category: % Value Growth 2021-2026

VITAMINS IN RUSSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Sales of multivitamins stabilise as consumers adapt to COVID-19

Competition remains strong in single vitamins as Vigantol returns to the market

A healthy diet still the preferred option, but expansion of e-commerce opens a new

avenue for growth

PROSPECTS AND OPPORTUNITIES

More stable growth expected in vitamins due to economic pressures

Vitamin D deficiencies in Russia point towards growth opportunities

E-commerce and online marketing could help players to reach a new audience

CATEGORY DATA

Table 61 Sales of Vitamins by Category: Value 2016-2021

Table 62 Sales of Vitamins by Category: % Value Growth 2016-2021

Table 63 Sales of Multivitamins by Positioning: % Value 2016-2021

Table 64 NBO Company Shares of Vitamins: % Value 2017-2021

Table 65 LBN Brand Shares of Vitamins: % Value 2018-2021

Table 66 Forecast Sales of Vitamins by Category: Value 2021-2026

Table 67 Forecast Sales of Vitamins by Category: % Value Growth 2021-2026

DIETARY SUPPLEMENTS IN RUSSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Sales stabilise in 2021 as fears around COVID-19 subside

New product development remains rife as dietary supplements continues to deliver strong sales

Glucosamine benefiting from demand for sport and fitness enthusiasts

PROSPECTS AND OPPORTUNITIES

Fish oils/omega fatty acids set to benefit from recommendations from health professionals

Economic pressures expected to take their toll

New direction for calcium supplements as players target new consumers

CATEGORY DATA

Table 68 Sales of Dietary Supplements by Category: Value 2016-2021

Table 69 Sales of Dietary Supplements by Category: % Value Growth 2016-2021

Table 70 Sales of Dietary Supplements by Positioning: % Value 2016-2021

Table 71 NBO Company Shares of Dietary Supplements: % Value 2017-2021

Table 72 LBN Brand Shares of Dietary Supplements: % Value 2018-2021

Table 73 Forecast Sales of Dietary Supplements by Category: Value 2021-2026

Table 74 Forecast Sales of Dietary Supplements by Category: % Value Growth 2021-2026

WEIGHT MANAGEMENT AND WELLBEING IN RUSSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Home seclusion leads to rise in cases of overweight and obesity

Meal replacement benefits from healthier image

Herbalife remains king but focus shifts towards e-commerce due to COVID-19

PROSPECTS AND OPPORTUNITIES

Scepticism likely to grow over the value provided by weight loss supplements

Meal replacement key to the future of weight management and wellbeing

Healthy eating trend could threaten sales

CATEGORY DATA

Table 75 Sales of Weight Management and Wellbeing by Category: Value 2016-2021

Table 76 Sales of Weight Management and Wellbeing by Category: % Value Growth 2016-2021

Table 77 NBO Company Shares of Weight Management and Wellbeing: % Value 2017-2021

Table 78 LBN Brand Shares of Weight Management and Wellbeing: % Value 2018-2021

Table 79 Forecast Sales of Weight Management and Wellbeing by Category: Value 2021-2026

Table 80 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2021-2026

SPORTS NUTRITION IN RUSSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Sports nutrition expanding to reach a wider audience

E-commerce helps deliver strong growth in the face of COVID-19

Protein/energy bars driving growth as Sport-Express and Fitness-Food vie for the lead in sports nutrition

PROSPECTS AND OPPORTUNITIES

Sports nutrition remains full of potential but weak economy could undermine growth

Local players could offer stiff competition through offering more affordable prices

E-commerce could hold the key to growth and expansion

CATEGORY DATA

Table 81 Sales of Sports Nutrition by Category: Value 2016-2021

Table 82 Sales of Sports Nutrition by Category: % Value Growth 2016-2021

Table 83 NBO Company Shares of Sports Nutrition: % Value 2017-2021

Table 84 LBN Brand Shares of Sports Nutrition: % Value 2018-2021

Table 85 Forecast Sales of Sports Nutrition by Category: Value 2021-2026

Table 86 Forecast Sales of Sports Nutrition by Category: % Value Growth 2021-2026

HERBAL/TRADITIONAL PRODUCTS IN RUSSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Ease of access to more affordable raw materials limits demand for herbal/traditional

products

Dietary supplements remain at the heart of the category

Competitive landscape remains highly fragmented

PROSPECTS AND OPPORTUNITIES

With incomes stretched speed and efficacy take precedence over natural claims

Long-term usage could favour the use of herbal/traditional products over standard treatments

Dietary supplements set to remain at the core of herbal/traditional products

CATEGORY DATA

Table 87 Sales of Herbal/Traditional Products by Category: Value 2016-2021

Table 88 Sales of Herbal/Traditional Products by Category: % Value Growth 2016-2021

Table 89 NBO Company Shares of Herbal/Traditional Products: % Value 2017-2021

Table 90 LBN Brand Shares of Herbal/Traditional Products: % Value 2018-2021

Table 91 Forecast Sales of Herbal/Traditional Products by Category: Value 2021-2026

Table 92 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2021-2026

PAEDIATRIC CONSUMER HEALTH IN RUSSIA

KEY DATA FINDINGS

2021 DEVELOPMENTS

Demand softens as fears over COVID-19 subside while Russia's declining birth rate remains an obstacle to growth

Nappy (diaper) rash treatments benefits from loyal base of consumers

VTF makes its mark with more product launches

PROSPECTS AND OPPORTUNITIES

Demographic trends threaten the growth of paediatric consumer health

Economic challenges expected to limit growth opportunities

Paediatric consumer health likely to continue facing competition from Rx treatments

CATEGORY DATA

Table 93 Sales of Paediatric Consumer Health by Category: Value 2016-2021

Table 94 Sales of Paediatric Consumer Health by Category: % Value Growth 2016-2021

Table 95 Sales of Paediatric Vitamins and Dietary Supplements by Type: % Value 2016-2021

Table 96 NBO Company Shares of Paediatric Consumer Health: % Value 2017-2021

Table 97 LBN Brand Shares of Paediatric Consumer Health: % Value 2018-2021

Table 98 Forecast Sales of Paediatric Consumer Health by Category: Value 2021-2026

Table 99 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2021-2026

I would like to order

Product name: Consumer Health in Russia

Product link: <https://marketpublishers.com/r/C7F017C1D2EEN.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/C7F017C1D2EEN.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