

# Consumer Health in Sweden

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## Abstracts

The Swedish market consumer health saw healthy growth in retail current value terms in 2023, continuing the trend of the previous year. However, this was driven mainly by inflationary pressures, rather than any real upturn in demand. While the rate of inflation was not as high as in 2022, elevated energy prices impacted manufacturing and distribution costs. However, despite continued pressure on margins, manufacturers were hesitant to pass on their increased costs to consumers out of fear of dri...

Euromonitor International's Consumer Health in Sweden 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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