

# Consumer Health Trends in Eastern Europe

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## Abstracts

Eastern Europe is one of the world's most intriguing consumer health regions. Anchored by the large Russian market, many are quick to overlook the myriad secondary markets that drive much of the region's spending and whose unique cultural and regulatory environments vary widely. This global brief examines the key socioeconomic, health and market trends shaping the industry and provides an overview of the important OTC and VDS categories in the world's most advanced "developing region".

Euromonitor International's Consumer Health Trends in Eastern Europe global briefing examines the size, growth trends and potential opportunities in the Consumer Health market. The strategic analyses include assessing the impacts of changing regulations, research breakthroughs and public health concerns on both the market and leading companies. Consumer attitudes towards the products and their personal healthcare needs are also explored.

**Product coverage:** Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management.

**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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