

Disease Snapshot: Consumer Impact of Seasonal Influenza in the US

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Abstracts

Seasonal influenza has a significant impact on sales of cough, cold and allergy products, particularly in years when the influenza vaccine is less effective. Consumers turn to a number of products during the flu season, including vitamins and dietary supplements for prevention, combination CCAs and nasal sprays for fevers and coughs, and tissue products for nasal congestion. This report looks at the consumer health impact of seasonal influenza in the US, focusing on 2014/2015.

Euromonitor International's Disease Snapshot: Consumer Impact of Seasonal Influenza in the US 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 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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