

Emerging Strong: Investment Opportunities in Southeast Asia

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Abstracts

The Southeast Asian market has evolved to version 2.0, positioning ASEAN as a pivotal component in local and global investors' strategies. With a rising cost of capital amid tightening monetary policies, long-term structural shifts in demographics and economy, and mounting sustainability pressures, this briefing will untangle what are the largest opportunities in the consumer market for investment.

Euromonitor International's Emerging Strong: Investment Opportunities in Southeast Asia 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.

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