

# The Evolution of the Mental Health Landscape in Consumer Health

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## Abstracts

Mental health has emerged as a key consumer demand in the years since the COVID-19 pandemic. This briefing will examine survey data to understand how consumers are managing stress, where they go for support, and what other health issues they suffer from. It will also review the emerging marketplace for multi-benefit mental health products by using Euromonitor's Via e-commerce database to examine innovative product approaches and contemplate the direction that the market will go in the future.

Euromonitor International's The Evolution of the Mental Health Landscape in Consumer Health 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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An epidemic of stress

The state of mental health supplements

Mental health's role in other health issues

Analysing the online marketplace for mental health products

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