

# From Portfolio Rationalisation to A Flurry of Spending: M&A in Consumer Health in 2021 and Beyond

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## Abstracts

Amid the uncertainty of COVID-19 in 2020, consumer health companies scaled back on mergers and acquisitions, instead focusing on portfolio rationalisation and cost cutting. In 2021, the industry is expecting a strong bounce back to historic rates of M&A activity, especially in categories with many emerging brands, like vitamins and dietary supplements. This briefing evaluates the industry's expected buyers in 2021 and examines the products that are most likely to change hands.

Euromonitor International's From Portfolio Rationalisation to A Flurry of Spending: M&A in Consumer Health in 2021 and Beyond 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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Recapping M&A During Covid-19  
Financial Performance of Leading Companies  
Planning for M&A in 2021

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