

Health-Conscious Young in Asia: Focus on Consumer Health

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Abstracts

In Asia, the search of health-conscious young consumers for dietary supplement product efficacy is dominating market trends. They are susceptible to advertising but do extra research to make informed purchase decisions. Heightened health concerns, like disease prevention, rapid recovery, mental wellbeing and slow ageing, chart the future opportunities in the industry. This briefing analyses the specific concerns and consumption habits of Gen Z and Millennials in Asia.

Euromonitor International's Health-Conscious Young in Asia: Focus on 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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