

Kenvue Inc in Consumer Health (World)

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Abstracts

Kenvue Inc retained its ranking as the second largest company within the consumer health industry after a successful demerger from Johnson & Johnson Inc in May 2023, supported by global power brands like Tylenol, Zyrtec, Imodium and Band-Aid. North America continues to be the company's main market, but building its portfolio within Asia, Latin America and the Middle East and Africa through Kenvue's mission of "everyday care" will provide opportunities to expand its consumer footprint.

Euromonitor International's Kenvue Inc in Consumer Health (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Consumer Health industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

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.

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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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