

# Mapping the Effects of Coronavirus on Consumer Health

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Date: March 2020

Pages: 15

Price: US\$ 1,325.00 (Single User License)

ID: MBC26A93FA77EN

## Abstracts

The global outbreak of coronavirus (COVID-19) is likely to cause a surge in sales of consumer health products, especially OTC cough, cold and flu products, and immunity supplements. This briefing models the potential effects of an upsurge on sales in the coming months and what it means for the industry in 2020. Which countries are set to see strong growth? Which brands stand to benefit? Will the outbreak change where consumers shop for consumer health products?

Euromonitor International's Mapping the Effects of Coronavirus 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.

**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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