

Masculinity Vs Health: Challenges and Opportunities

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Abstracts

Cultural and social pressures shape men as tough, which ultimately affects their health outcomes. A strong sense of independence, control & resilience often prevents men from seeking timely help related to health. Not surprisingly male life expectancy shows unfavourable gaps when compared to the female gender. Consumer health offers therapies and options that may improve life expectancy. Market opportunities exist in the promotion of men's health. The challenge is to find successful approaches.

Euromonitor International's Masculinity Vs Health: Challenges and Opportunities 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.

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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Euromonitor International

May 2013

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What is the Future of Men's Health

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