

New Product Development Trends in Consumer Health

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Abstracts

Within the overall robust consumer health industry, innovation takes many shapes. From the newer, more efficacious ingredients unlocked by Rx-to-OTC switches, to innovative formats that make product adherence less burdensome, to the adoption of formulation and diet trends that are reshaping global food and beverage consumption, there is no dearth of inspiration for successful new launches.

Euromonitor International's New Product Development Trends in 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.

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.

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