

# Opportunities to Capture the New Digital Health Consumer

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## Abstracts

Digital health consumers are emerging as a significant cohort within the consumer health marketplace, and are increasingly tracking health and fitness while buying more consumer health products online. This consumer is hard to engage with, but firms can now access new ways to leverage social media, health apps, micro-influencers and voice commerce to capture consumers' attention, especially in markets where the digital health consumer is ascendant, like South Korea, the UK, China and the US.

Euromonitor International's Opportunities to Capture the New Digital Health Consumer 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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