

The Rise of Women's Health: Innovation and Inspiration in Consumer Health

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Abstracts

Women's health is driving interest in consumer health, with consumers looking for solutions for common health considerations across life stages. Euromonitor conducted a comprehensive review of over 40,000 women's health products across the world to determine the current state of the industry, what products are succeeding, what benefits are rising, and where the concepts have taken hold. White spaces abound, but only if the industry evolves to directly address women's immediate health demands.

Euromonitor International's The Rise of Women's Health: Innovation and Inspiration 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 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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