

Selling Health: Trends in Marketing and Advertising

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Abstracts

Selling consumer health is seeing an impressive transformation thanks to the explosion of digital media. Although the main marketing principles remain the same, the communication platform is moving to new and innovative channels. Advertisers and marketers are experimenting with creative and engaging campaigns in a bid to attract consumption and boost revenue. An intriguing development is the rise of “mobile health”, which may rewrite the current thinking about the notions of selling health.

Euromonitor International’s Selling Health: Trends in Marketing and Advertising 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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