

Hangover Cure Products Market Size, Share & Trends Analysis Report By Product (Solutions, Patches), By Distribution Channel (Online, Offline), By Type, By Region, And Segment Forecasts, 2023 - 2030

<https://marketpublishers.com/r/H0E688A8FC39EN.html>

Date: July 2023

Pages: 127

Price: US\$ 3,950.00 (Single User License)

ID: H0E688A8FC39EN

Abstracts

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Hangover Cure Products Market Growth & Trends

The global hangover cure products market size is estimated to reach USD 6.18 billion by 2030, and grow at a CAGR of 14.8% from 2023 to 2030, according to a new report by Grand View Research, Inc. Over the past few years, the sales of hangover cure products have skyrocketed in the country. This increased availability has soared product adoption among Generation Z and millennials in the U.S. Increasing penetration of tablets/capsules worldwide is anticipated to have a positive impact on the market growth.

The market is poised for growth during the forecast period due to the increasing adoption of cure products and the growing awareness about anti-hangover products globally. Market players are expanding their presence by utilizing various distribution channels to reach a wider audience. In recent years, there has been a notable rise in consumer interest in functional foods and drinks worldwide. Therefore, ingredients that enhance energy, mental clarity, and mood, and reduce stress are expected to gain traction among consumers in the coming years. This trend towards functional foods and drinks presents opportunities for manufacturers of hangover cure products.

In addition, the widespread adoption of e-commerce has facilitated easy online distribution of hangover cure products globally. This development is anticipated to

provide further opportunities for market players. The introduction of innovative hangover cure products through various distribution channels will play a vital role in driving market growth in the future.

Hangover Cure Products Market Report Highlights

In terms of product, hangover cure tablets/capsules held a market share of 36.7% in 2022. Hangover cure tablets containing dihydromyricetin are majorly consumed worldwide. Nuun, a hydration solutions company, offers functional effervescent tablets to enhance energy levels and provides optimum hydration benefits. Such initiatives by market players will have a positive impact on segment growth over the forecast period

Based on remedies, the shift in consumer inclination for remedies that offer benefits like rehydration, boosting antioxidant levels in the body, treating hangovers, and neutralizing alcohol by-products are expected to further drive the market's growth. The hangover remedies market is expected to hold a 64.8% market share by 2030

The online channel is the leading platform for the sale of hangover cure products, with a global share of 57.7% in 2022. To expand their reach and customer base, FMCG companies and pharmaceutical firms are increasingly forging partnerships with third-party aggregators like CVS Health and Amazon.com to positively influence the segment's growth

Market players are actively promoting their products as effective solutions for hangover prevention, which has contributed to the increased adoption of these products. In June 2022, a Swedish company, Myrkl, introduced a 'pre-drinking pill' in the UK, claiming that it breaks down alcohol before it reaches the liver, thereby preventing the formation of toxic acetaldehyde

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