

# **Consumer Healthcare Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Type (OTC Pharmaceuticals, Dietary Supplements), By Application (Retail, Online, Hospitals), By Region and Competition**

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## **Abstracts**

Global Consumer Healthcare Market was valued at USD 344.70 billion, and it is anticipated to experience strong growth throughout the forecast period, with a Compound Annual Growth Rate (CAGR) of 8.14% and expected to reach USD 551.91 Billion through 2028. Consumer healthcare encompasses a range of products related to wellness, oral health, nutrition, and skin health. This sector primarily consists of over-the-counter (OTC) drugs, including medicines, vitamins, and mineral supplements that are sold directly to consumers without a prescription. Examples of OTC drugs include toothpaste, mouthwashes, certain eye drops, wart removers, first aid creams with antibiotics, and dandruff shampoos. These products are regulated by various countries' regulatory agencies to ensure their safety and reliability when used without physician supervision.

### **Key Market Drivers**

#### **Increasing Awareness of Lifestyle Diseases**

The rising awareness of lifestyle diseases is a significant driver of market growth. Urbanization and consumerism have led to shifts in dietary habits and lifestyles, resulting in an increase in the consumption of artificial and synthetic food products. Consequently, the prevalence of lifestyle diseases such as heart disease, obesity, diabetes, and atherosclerosis has risen due to sedentary lifestyles and imbalanced diets. Consumers are becoming more aware of these implications, leading to an uptake

in dietary supplements, sports nutrition, and weight management products. This trend is driving the consumer healthcare market's growth, with new players entering the market to offer value-added products in segments such as allergy relief, digestive health, feminine care, pain relief, and dietary supplements.

### Rapid Adoption of Telehealth and Telemedicine

The global adoption of telehealth and telemedicine, accelerated by the COVID-19 pandemic, has significantly impacted the consumer healthcare market. Patients have turned to virtual healthcare solutions, creating opportunities for consumer healthcare product distributors to tailor their offerings to patients' needs. This trend is fostering innovation in consumer healthcare products and driving market growth.

### Increasing Demand for Patient-Centric Treatments

The trend toward patient-centric care, which empowers individuals to take an active role in managing their health, is driving the demand for personalized healthcare solutions. Patients are seeking products and services tailored to their health goals and conditions, leading to a surge in demand for health and wellness products, including vitamins, supplements, fitness equipment, healthy foods, and alternative therapies. This trend aligns with the use of digital health tools and wearables that allow patients to monitor their health metrics in real time.

### Rising Geriatric Population

The increasing geriatric population is boosting the demand for consumer healthcare products and services. Older adults often require health-related products and services that cater to their unique health challenges. Geriatric individuals frequently have chronic health conditions, leading to a demand for consumer healthcare products like medications, monitoring devices, and lifestyle management tools. The demand for preventive healthcare products such as vitamins, supplements, and wellness services is also rising among older adults.

### Key Market Challenges

#### Prevalence of Counterfeit Pharmaceuticals

The presence of counterfeit pharmaceuticals poses a significant challenge to the consumer healthcare industry. Counterfeit medications often misrepresent their origin,

legitimacy, or efficacy, jeopardizing public health. These products may contain insufficient or no active ingredients, leading to treatment failure or adverse effects. Combatting counterfeit drugs is essential to ensure consumer safety and market growth.

### Challenges in Underdeveloped Areas

Expanding the consumer healthcare market faces challenges in underdeveloped regions where inadequate healthcare infrastructure, weak economies, and limited awareness hinder the distribution of products and services. Lack of access to digital solutions and skepticism about new products further impede market growth in these areas.

### Key Market Trends

#### Accelerated Use of Online Resources

The increased use of online resources in the consumer healthcare industry is a prominent trend. Online platforms provide health-related information, enabling self-medication with OTC medicines. Consumer healthcare companies are leveraging online platforms for marketing and sales, expanding e-commerce channels, and meeting the growing demand for health-related content and products.

#### Rising Inclination Towards Self-Medication

The trend toward self-medication is driving the demand for consumer healthcare products. Consumers are proactively addressing minor health issues with OTC medications, supplements, and health-related apps. This trend is influencing product development and increasing the demand for a range of healthcare solutions.

### Segmental Insights

#### Type Segment

The market is divided into OTC Pharmaceuticals and Dietary Supplements. OTC pharmaceuticals dominate the market due to their safe and effective nature for treating common illnesses. However, Dietary Supplements, including vitamins and minerals, are projected to experience the highest growth rate as consumers seek personalized health solutions.

## End User Segment

Retail is the largest segment, encompassing retail pharmacies and organized/unorganized retail stores. Online retail is expected to grow rapidly due to increasing internet penetration and awareness of online shopping benefits.

## Regional Insights

North America leads the market, driven by major pharmaceutical companies and efficient distribution channels. Europe follows with growing demand for natural ingredients and preventive healthcare. The Asia Pacific region is also experiencing growth, particularly due to rising awareness and internet penetration.

## Key Market Players

Pfizer Inc.

Teva Pharmaceutical Industries Limited

Johnson & Johnson

GlaxoSmithKline plc

Sanofi S.A.

Amway Corp.

Bayer AG

BASF SE

Abbott Laboratories

Boehringer Ingelheim International GmbH

## Report Scope:

In this report, the Global Consumer Healthcare Market has been segmented into the

*Consumer Healthcare Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segment...*

following categories, in addition to the industry trends which have also been detailed below:

Consumer Healthcare Market, By Type:

OTC Pharmaceuticals

Dietary Supplements

Consumer Healthcare Market, By Application:

Retail

Online

Hospitals

Consumer Healthcare Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

## Asia-Pacific

China

India

Japan

Australia

South Korea

## South America

Brazil

Argentina

Colombia

## Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Turkey

Egypt

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Consumer Healthcare Market.

### Available Customizations:

Global Consumer Healthcare market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

#### Company Information

Detailed analysis and profiling of additional market players (up to five).

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