

# Consumer Health in Western Europe

April 2024

Table of Contents

## INTRODUCTION

Scope

Key findings

## REGIONAL OVERVIEW

Western Europe seeing relatively slow growth in its consumer health sales

Weak performances in 2020 and 2023, with growth expected from 2024

OTC and vitamins and dietary supplements with almost 90% of regional sales

Sports nutrition a dynamic product in Western Europe

Coughs, colds and the flu return with a vengeance in winter 2022/2023

UK adds the most new sales, boosted by self-medication and Rx-to-OTC switches

Healthcare system weaknesses in France and the UK are helping to drive OTC sales

Pharmacies the leading consumer health retail distribution channel

Retail e-commerce continues to gain share in Western Europe

## LEADING COMPANIES AND BRANDS

Fragmented competitive landscape in Germany, the region's biggest market

Bayer looking to create "mega brands" in UK consumer health

Top 10 players all have a wide presence across the Western European region

Strepsils moves back up to the seventh place it lost during the pandemic

## FORECAST PROJECTIONS

Positive growth expected throughout the 2023-2028 period in Western Europe

Healthcare system problems should boost sales in France and the UK

## COUNTRY SNAPSHOTS

Austria: Market Context

Austria: Competitive and Retail Landscape

Belgium: Market Context

Belgium: Competitive and Retail Landscape

Denmark: Market Context

Denmark: Competitive and Retail Landscape

Finland: Market Context

Finland: Competitive and Retail Landscape

France: Market Context

France: Competitive and Retail Landscape

Germany: Market Context

Germany: Competitive and Retail Landscape

Greece: Market Context

Greece: Competitive and Retail Landscape

Ireland: Market Context

Ireland: Competitive and Retail Landscape

Italy: Market Context

Italy: Competitive and Retail Landscape

Netherlands: Market Context

Netherlands: Competitive and Retail Landscape

Norway: Market Context

Norway: Competitive and Retail Landscape

Portugal: Market Context

Portugal: Competitive and Retail Landscape

Spain: Market Context

Spain: Competitive and Retail Landscape

Sweden: Market Context

Sweden: Competitive and Retail Landscape  
Switzerland: Market Context  
Switzerland: Competitive and Retail Landscape  
Turkey: Market Context  
Turkey: Competitive and Retail Landscape  
UK: Market Context  
UK: Competitive and Retail Landscape

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/consumer-health-in-western-europe/report](http://www.euromonitor.com/consumer-health-in-western-europe/report).