



# Voice of the Industry: Consumer Health 2022

September 2022

Table of Contents

## SURVEY OVERVIEW

Survey overview

## INDUSTRY TRENDS

Overview of key trends influencing consumer health industry

Trends that influenced the industry in 2021

Trends influencing the industry in the next five years

Industry respondents planning for recurring COVID waves

Sustainability and ethical considerations finally rising in influence in consumer health

Plant-based and natural alternatives expected to be drivers of growth across most regions

New formats and ingredients lead in new product developments in 2021/2022

## CHALLENGES AND RESPONSE TO INFLATION

Inflation dominates 2022 growth expectations in consumer health

To what extent have the following factors impacted your company in the past 12 months?

Companies balance several responses to inflation

## RETAIL VALUE AND DISTRIBUTION SHARES

E-commerce expected to extend gains in consumer health sales

How do you expect retail value shares to perform in...?

Respondents company focus (1/2)

Respondents company focus (2/2)

## 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/voice-of-the-industry-consumer-health-2022/report](http://www.euromonitor.com/voice-of-the-industry-consumer-health-2022/report).