



Euromonitor
International

Competitor Strategies in Consumer Health

July 2024

Table of Contents

INTRODUCTION

Scope

Key takeaways

STATE OF PLAY

Leading consumer health players Haleon and Kenvue spun off from pharma parents

Industry leaders led by traditional pharma entities, but FMCG incursions continue

Brands reinventing themselves with consumer wellness in focus

Developed countries dominate while emerging markets influencing growth

Consumer health companies continue to adapt to trend towards self-care

OTC and VDS categories drive leaders' sustained company growth

Leading consumer health players to maintain their positions in the industry

OTC MEDICINES TO REMAIN DOMINANT MEANS OF SELF-TREATMENT

OTC drugs to continue to lead the consumer health industry in value sales terms

OTC medicines and its innovation influenced by change in landscape of illness and diseases

Product innovation through hybrid product Motrin Dual Action with Tylenol

Reckitt Benckiser's Strepsils Herbal comes with triple relief action

PREVENTION: ASSISTING THE CONSUMER'S WELLNESS JOURNEY

Consumers' view of wellness becomes more comprehensive

Haleon's Centrum innovates towards women's health and gut health

P&G's ZzzQuil Natura expands its reach across countries with presence in Saudi Arabia

MANAGING TECHNOLOGY EXPECTATIONS IN HEALTHCARE

Adopting technology in the pharma space to be crucial for the industry to thrive

Investment in technology to lead to better efficiency from product to consumer

Online presence crucial for boosting commerce and communication

Voltaren's website connecting with consumers through digital engagement

Bayer uses TikTok for business to drive awareness among consumers

GENUINE SUSTAINABILITY FOR HEALTHY PEOPLE AND PLANET

Sustainability and authenticity

Sunwarrior 100% plant-based proteins and superfood supplements, healthy people and planet

KEY FINDINGS

Proactive health and wellness approach that works for consumers at all life stages

Consumer health companies to be present for consumers to self-care for better health (1/2)

Consumer health companies to be present for consumers to self-care for better health (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/competitor-strategies-in-consumer-health/report.