Where Consumers Shop for Consumer Health

June 2024

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Key findings

INDUSTRY SNAPSHOT

The profound effects of the pandemic are reshaping global consumer behaviour
OTC growth slowed in 2023, while VDS and sports nutrition saw faster growth
North America and Asia Pacific drive growth in consumer health

CHANNEL SHIFTS

Growth of retail e-commerce challenges the dominance of offline channels
Offline retail channels continue to lose share to e-commerce across most categories
Asia Pacific experienced the most significant growth in e-commerce expansion

RETAIL OFFLINE CHANNELS

Pharmacies maintained the leading position in offline retail
Convenience stores see high growth amid surging demand for convenient health products
Pharmacies create seamless shopping experience to sustain growth amid challenges
Pharmacies seek growth through diversified business models and geographic expansions
Pharmacy chains offer more services and convenience to enhance customer loyalty
Direct selling continues to lose its position in the global consumer health marketplace
Amway and Herbalife maintained their top positions through ongoing transformation efforts
As the pandemic recedes, the overall momentum of private label products has slowed down
North America leads the private label market in consumer health
More than price, private label products upgrade their value proposition

RETAIL E-COMMERCE CHANNEL

E-commerce experienced another strong year post-COVID-19 pandemic
Vitamins and dietary supplements and sports nutrition drive e-commerce sales growth
Consumers' evolving habits and a greater push from retailers drive growth in e-commerce
ByteDance expands as a leading e-commerce platform for health products
Different types of e-commerce platforms vigorously compete for market share
Variety of product choices and convenience make consumers reliant on e-commerce

FUTURE DEVELOPMENTS

E-commerce sales are expected to lead the global consumer health market
The consumer journey for health products will move more predominantly online

KEY FINDINGS

Key findings

- 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/where-consumers-shop-for-consumer-health/report.