



Euromonitor
International

Where Consumers Shop for Consumer Health

June 2024

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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

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