



**Euromonitor  
International**

# Voice of the Consumer: Consumer Health 2024

January 2025

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## EXECUTIVE SUMMARY

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## ABOUT OUR RESEARCH

Why is Euromonitor International's consumer insights data unique?

Overview of Voice of the Consumer: Health and Nutrition Survey

## 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:

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- **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-consumer-consumer-health-2024/report](https://www.euromonitor.com/voice-of-the-consumer-consumer-health-2024/report).