

Global Consumer Healthcare Market: Analysis By Category (Vitamins and dietary supplements, Over the Counter (OTC), Sports Nutrition and Weight Management and Wellbeing), By Distribution Channel (Grocery Retailers, Mixed Retailers, Non Grocery Specialists, Home Shopping, E-commerce and Direct Selling), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2026

July 2022



Global Consumer Healthcare Market: Coverage

Executive Summary and Scope

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Impact of COVID

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Competitive Landscape

Company Profiling

Global Consumer Healthcare Market: Coverage

Scope of the Report

Attributes	Details
Title	Global Consumer Healthcare Market: Analysis By Category (Vitamins and dietary supplements, Over the Counter (OTC), Sports Nutrition and Weight Management and Wellbeing), By Distribution Channel (Grocery Retailers, Mixed Retailers, Non Grocery Specialists, Home Shopping, E-commerce and Direct Selling), By Region Size and Trends with Impact of COVID-19 and Forecast up to 2026
Coverage	Global and Regional
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2022-2026
Competition in the Market	Moderately Fragmented
Key Players	Bayer AG, Herbalife Nutrition Ltd., Nestle S.A, BYHEALTH Co., Ltd, TEVA Pharmaceutical Industries Limited, Johnson & Johnson Inc., Pfizer Inc., GlaxoSmithKline PLC, Sanofi, The Procter & Gamble Company, Reckitt, BASF SE, and Amway Corporation

Global Consumer Healthcare Market: Coverage

Executive Summary

Consumer healthcare deals with products in wellness, oral health, nutrition, and skin health. Consumer healthcare products primarily consist of over-the-counter (OTC) drugs, which include medicines, and are sold directly to consumers without the need for a prescription from a healthcare professional. The global consumer healthcare market in 2021 was valued at US\$299.21 billion. The market would reach US\$417.70 billion by 2026, growing at a CAGR of 6.90%, during the forecast period of 2022-2026.

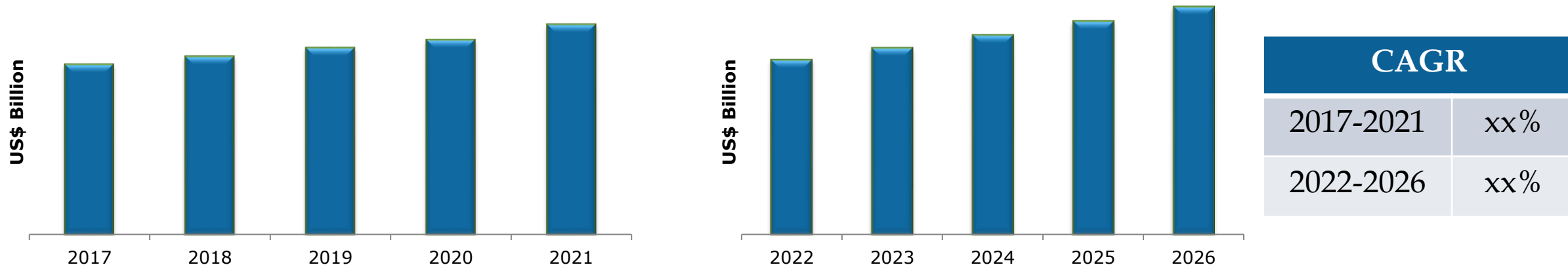
The global consumer healthcare market can be segmented based on Category (Vitamins and Dietary Supplements, OTC, Sports Nutrition and Weight Management and Wellbeing); Distribution Channel (Grocery Retailers, Mixed Retailers, Non-Grocery Specialists, Home shopping, E-Commerce and Direct Selling). Among the Category segments, vitamins and dietary supplements is leading the market with the maximum share of approx. 43% in the market in 2021. The reasons for the growth of this market was increasing attention to health and prevention by the consumers. North America is leading the global consumer healthcare market by occupying 39% of the market share.

During the pandemic, consumer healthcare industry witnessed an increase as there was an immense need for the consumer healthcare all around the world. Due to lockdown, the supply chain saw fluctuations but it rebounded because of the digitalization. Increased use of online platforms due to lockdown and heavy need of OTC medicines and vitamins, mineral supplements by the consumers, increased the demand for consumer healthcare. In the coming years, the amalgamation of technology with healthcare would open new doors, pave the way to enhancement, and broaden the horizons of consumer healthcare.

The global consumer healthcare market has increased in 2021. The projections are made that the market would rise in the next four years i.e. 2022-2026 tremendously. The market is expected to increase due to growth in e-commerce, increasing geriatric population, shift from medical prescription to OTC, and growth in social media marketing. Yet the market faces some challenges such as misuse of consumer healthcare products, growing threat of counterfeit medicine, etc. Moreover, the market growth would succeed to various market trends like growing popularity of preventive medicine, increased focus on mental health resources, increased use of telehealth, etc.

Consumer Healthcare Market: Global Analysis

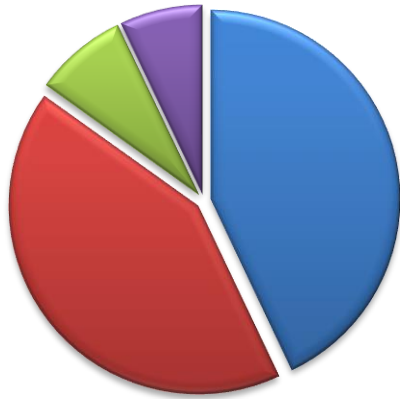
Global Consumer Healthcare Market by Value



The global consumer healthcare market valued at US\$... billion in 2021, increased as compared to US\$... billion in 2020. The market grew at a CAGR of ...%, during 2017-2021. Global consumer healthcare market is anticipated to reach up to US\$... billion by 2026, at a CAGR of ...%, from US\$... billion in 2022.

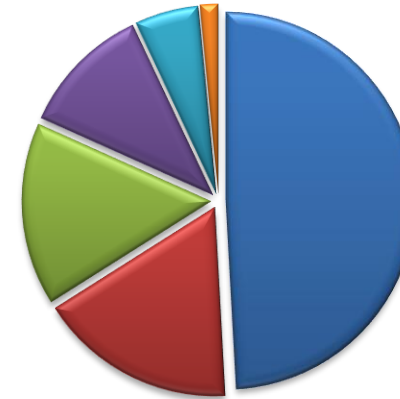
Consumer Healthcare Market: Global Analysis

Global Consumer Healthcare Market by Category; 2021



Category	Share
Vitamins and Dietary Supplements	xx%
OTC	xx%
Sports Nutrition	xx%
Weight Management and Wellbeing	xx%

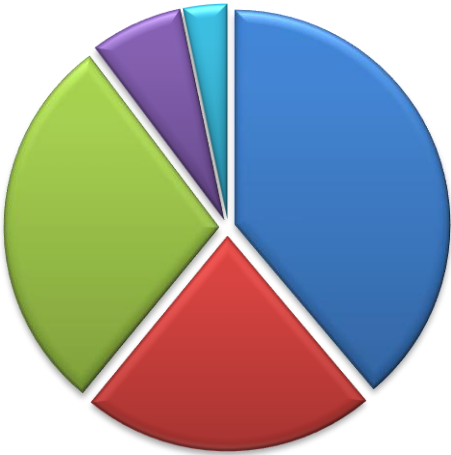
Global Consumer Healthcare Market by Distribution Channel; 2021



Distribution Channel	Share
Non-Grocery Specialists	xx%
E-commerce	xx%
Grocery Retailers	xx%
Direct Selling	xx%
Mixed Retailers	xx%
Home shopping	xx%

Consumer Healthcare Market: Global Analysis

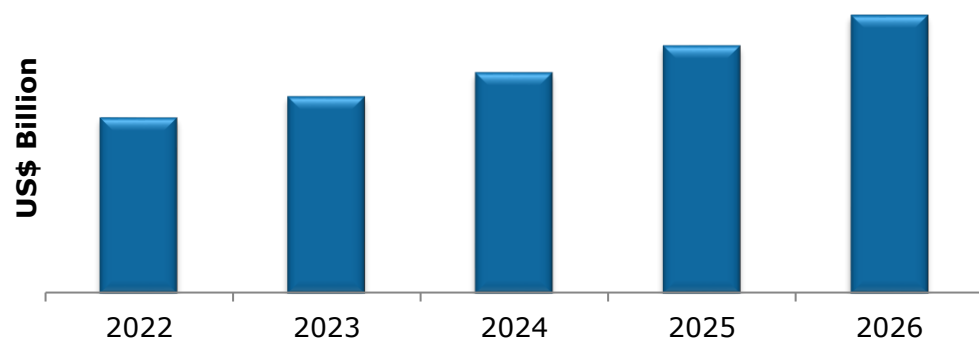
Global Consumer Healthcare Market by Region; 2021



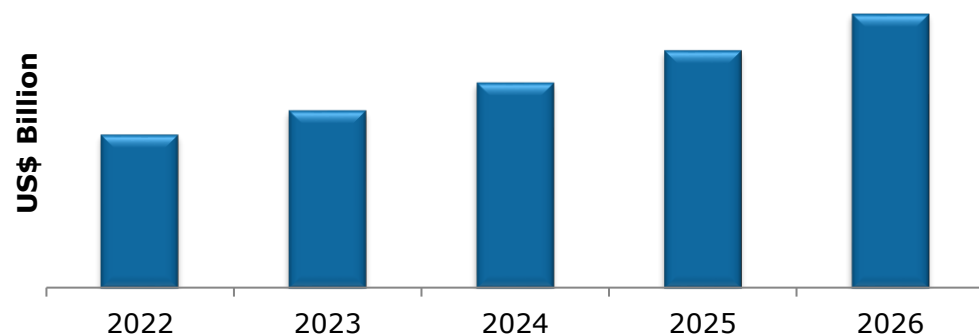
Region	Share
North America	xx%
Europe	xx%
Asia Pacific	xx%
Latin America	xx%
Middle East and Africa	xx%

Global Consumer Healthcare Market: Category Analysis

Global Vitamins and Dietary Supplements Consumer Healthcare Market by Value



Global OTC Consumer Healthcare Market by Value



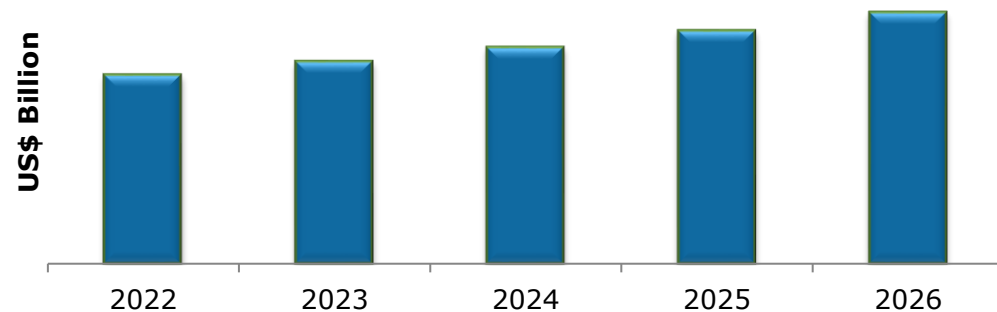
Category	CAGR (2017-2021)	CAGR (2022-2026)
Vitamins and Dietary Supplements	xx%	xx%
OTC	xx%	xx%
Sports Nutrition	xx%	xx%
Weight Management and Wellbeing	xx%	xx%

Global Consumer Healthcare Market: OTC Category Analysis

Global OTC Consumer Healthcare Market by Category



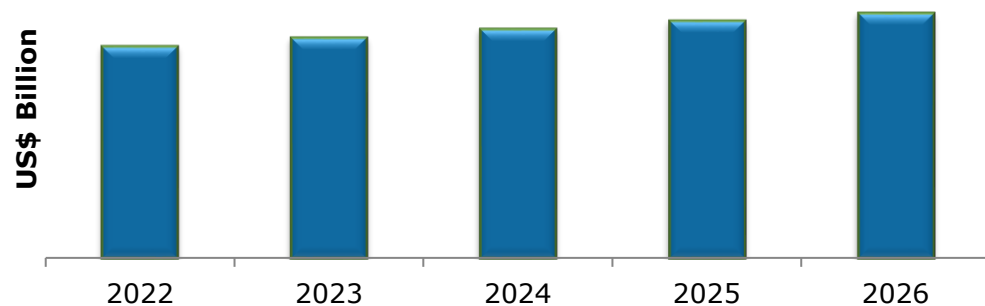
Global Cough, Cold and Allergy Remedies OTC Consumer Healthcare Market by Value



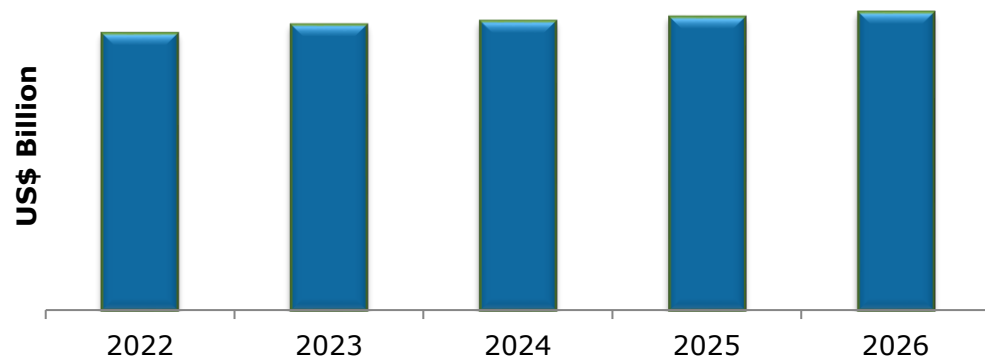
Category	CAGR	CAGR
	(2017-2021)	(2022-2026)
Cough, Cold and Allergy Remedies	xx%	xx%
Analgesics	xx%	xx%
Digestive Remedies	xx%	xx%
Dermatological	xx%	xx%
Others	xx%	xx%

Global Consumer Healthcare Market: Distribution Channel Analysis

Global Grocery Retailers Consumer Healthcare Market by Value



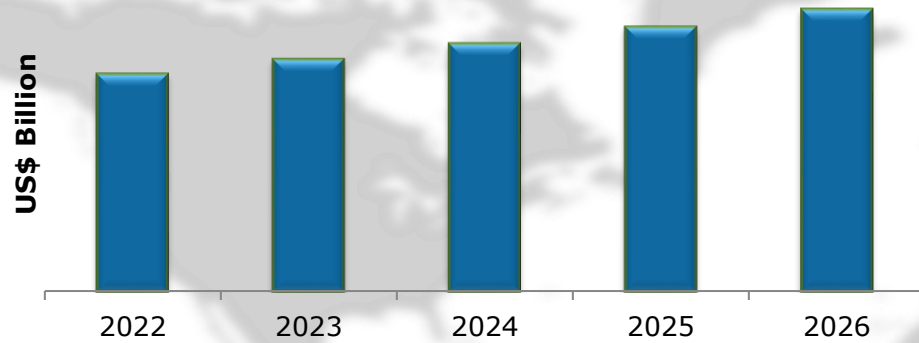
Global Mixed Retailers Consumer Healthcare Market by Value



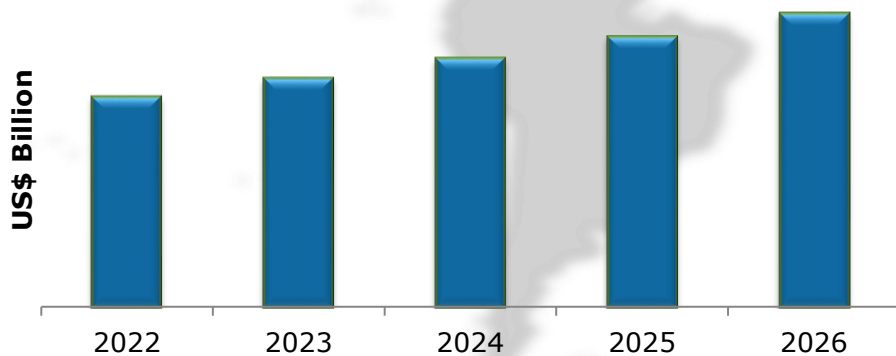
Distribution Channel	CAGR (2017-2021)	CAGR (2022-2026)
Non-Grocery Specialists	xx%	xx%
E-commerce	xx%	xx%
Grocery Retailers	xx%	xx%
Direct Selling	xx%	xx%
Mixed Retailers	xx%	xx%
Home shopping	xx%	xx%

Consumer Healthcare Market: Regional Analysis

North America Consumer Healthcare Market by Value



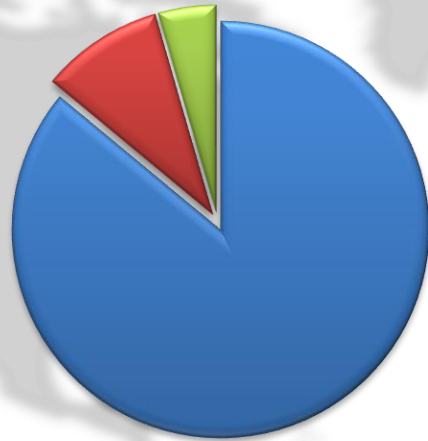
Asia Pacific Consumer Healthcare Market by Value



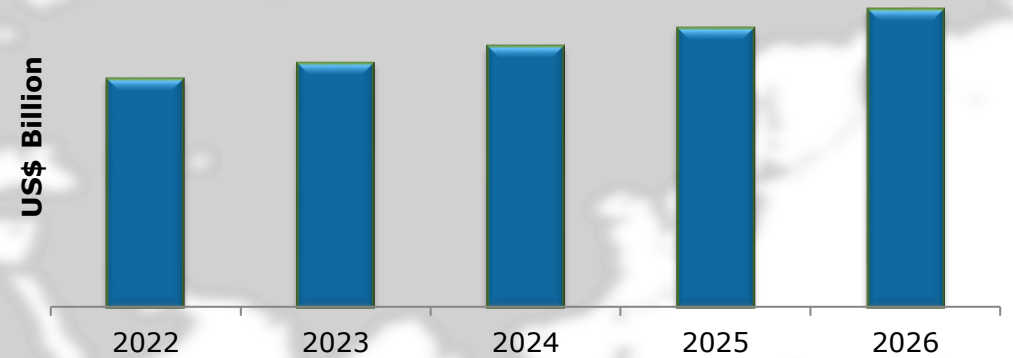
Region	CAGR (2017-2021)	CAGR (2022-2026)
North America	xx%	xx%
Europe	xx%	xx%
Asia Pacific	xx%	xx%
Latin America	xx%	xx%
Middle East and Africa	xx%	xx%

North America Consumer Healthcare Market: Analysis

North America Consumer Healthcare Market by Region; 2021



The US Consumer Healthcare Market by Value



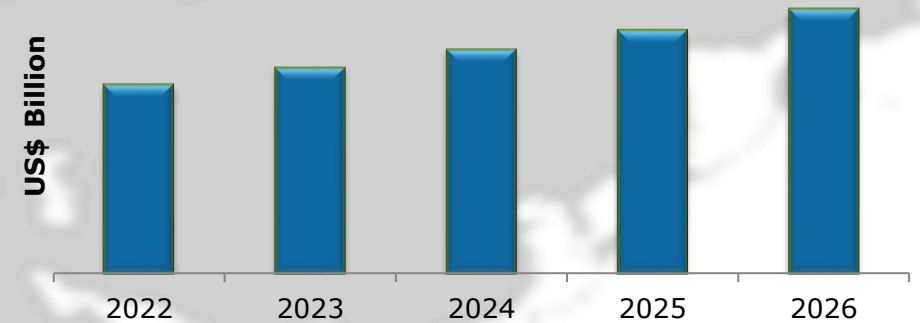
Region	Share	CAGR (2017-2021)	CAGR (2022-2026)
The US	xx%	xx%	xx%
Canada	xx%	xx%	xx%
Mexico	xx%	xx%	xx%

Asia Pacific Consumer Healthcare Market: Analysis

Asia Pacific Consumer Healthcare Market by Region; 2021



China Consumer Healthcare Market by Value



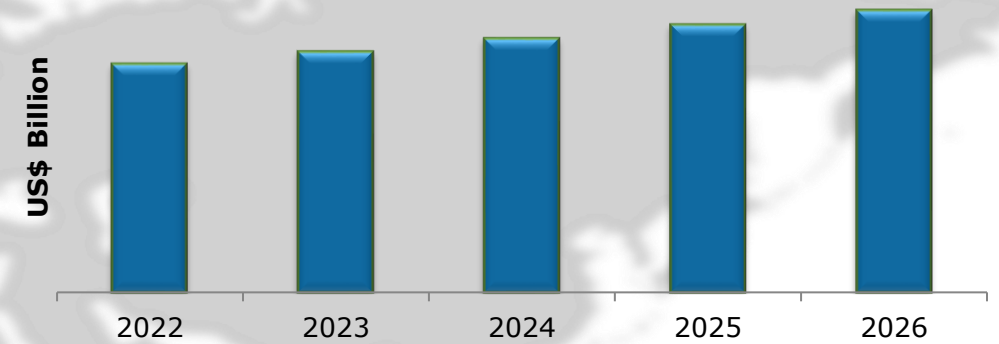
Region	Share	CAGR (2017-2021)	CAGR (2022-2026)
China	xx%	xx%	xx%
India	xx%	xx%	xx%
Japan	xx%	xx%	xx%
Australia	xx%	xx%	xx%
Rest of Asia Pacific	xx%	xx%	xx%

Europe Consumer Healthcare Market: Analysis

Europe Consumer Healthcare Market by Region; 2021



Germany Consumer Healthcare Market by Value



Region	Share	CAGR (2017-2021)	CAGR (2022-2026)
Germany	xx%	xx%	xx%
UK	xx%	xx%	xx%
France	xx%	xx%	xx%
Italy	xx%	xx%	xx%
Spain	xx%	xx%	xx%
Rest of Europe	xx%	xx%	xx%

Global Consumer Healthcare Market: Dynamics

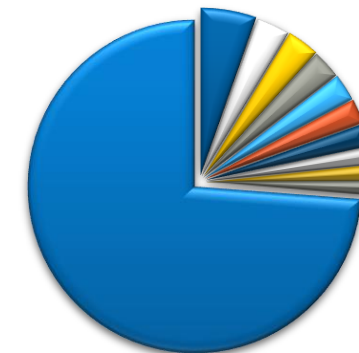


Global Consumer Healthcare Market: Competitive Landscape

Players Profiled

- Bayer AG,
- Herbalife Nutrition Ltd. ,
- Nestle S.A,
- BYHEALTH Co., Ltd,
- TEVA Pharmaceutical Industries Limited,
- Johnson & Johnson Inc.,
- Pfizer Inc.,
- GlaxoSmithKline PLC,
- Sanofi,
- The Procter & Gamble Company,
- Reckitt,
- BASF SE,
- Amway Corporation

Global Consumer Healthcare Players by Market Share; 2021



- GlaxoSmithKline Plc
- Johnson & Johnson Inc
- Bayer AG
- Sanofi
- Herbalife Nutrition Ltd
- Amway Corp
- Reckitt Benckiser Group Plc
- Nestlé SA
- Procter & Gamble Co,
- By-health Co Ltd
- Others