

Where Consumers Shop for Consumer Health

April 2023

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INDUSTRY SNAPSHOT

Global consumer health contracts in constant terms

Sports nutrition and paediatric consumer health record strong growth in 2022

North America and Asia Pacific drive growth in consumer health

CHANNEL SHIFTS

Retail e-commerce outperforms retail offline in 2022

Offline retail channels continue to lose share to e-commerce platforms...

...with the highest online penetration observed in Asia Pacific

RETAIL OFFLINE CHANNELS

Pharmacies and direct selling lead offline sales

Convenience shopping grows since pandemic

Offering value-added services is a crucial growth strategy for pharmacies

Expansion of home-health business revolutionises the way healthcare is delivered

E-pharmacies broadening their product offering to include home health services

Direct selling experiences steady growth with high reliance on Asia Pacific

Direct selling moving away from traditional selling process

Private label benefits from inflation pressure

North America leads in private label...

...with consumers opting for trusted yet high-value products

RETAIL E-COMMERCE CHANNEL

E-commerce depicts strong performance post-COVID-19 pandemic

Consumers' evolving habits and greater push from retailers driving growth in e-commerce

Vitamins and dietary supplements drives e-commerce sales globally as a result of...

...low barriers to entry in the digital space along with a consumer-focused marketing strategy

Alibaba challenges Amazon's leading position

Offline retail maintains lead despite strong growth from e-commerce

Africa uses digital health to overcome inefficient and overburdened health care system

Strict regulation hinders the growth potential in Switzerland

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Vitamins and dietary supplements lead forecast growth

Consumers seek increased personalisation in consumer health products

E-commerce growth to surpass pharmacies' over the forecast period

Key takeaways

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