

# The Coronavirus Basket in Consumer Health: A Framework for Future Growth

May 2020

[Table of Contents](#)

## INTRODUCTION

Scope

Key findings

## INTRODUCING THE COVID-19 BASKET

Consumers have sought out a similar mix of consumer health worldwide

Introducing the COVID-19 basket: four areas of consumer health

The COVID-19 basket shows up on countries' restricted sales lists

COVID-19 basket represents around one third of consumer health goods

Shortages in the COVID-19 basket seen more than in other categories

Peak sales of acetaminophen saw panic purchasing and shortages

Which are the global leaders in adult acetaminophen?

Cough, cold and allergy combinations' peak less sustained

COVID-19 generated shortages in immune health products as well

Surveys support the COVID-19 basket's immunity classifications

Multivitamin shortages point to two levels in the COVID-19 basket

Case study: out of stock categories and the COVID-19 basket in the US

A note about short-term peaks and valleys

## IMPLICATIONS FOR THE COMPETITIVE LANDSCAPE

The COVID-19 basket represents 37% of global consumer health sales

Multinational consumer health companies will lead COVID-19 basket sales

Examining the components of the leading companies' COVID-19 baskets

The COVID-19 basket in Asia Pacific is centered around VDS offerings

Western Europe's COVID-19 basket gravitates towards OTCs

COVID-19 basket in North America balanced between product types

Criteria to evaluate COVID-19-influenced competition in 2020

## EXPECTATIONS DURING AN ECONOMIC RECESSION

COVID-19's effects on the global economy

An economic decline will slightly reduce demand for consumer health

What happened in the 2008-2010 financial crisis?

Income elasticities support broad consumer health growth in recession

Income elasticities for the COVID-19 basket

Downshifting during a financial recession: the rise of private label?

Future peaks point back to the COVID-19 basket

The COVID-19 basket will continue to be front-of-mind throughout 2020

## 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:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **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/the-coronavirus-basket-in-consumer-health-a-framework-for-future-growth/report](http://www.euromonitor.com/the-coronavirus-basket-in-consumer-health-a-framework-for-future-growth/report).