

Consumer Health: Quarterly Statement Q1 2021

March 2021

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INTRODUCTION

Scope

Key findings

Q1 CONSUMER HEALTH UPDATE

New quarterly forecast lowers future consumer health growth slightly Income elasticities for consumer health are low across-the-board Forecast scenarios present very different pictures for consumer health Emerging economies seeing slight downward revisions in Q1 review Q1 revisions reflect further declines to cough and cold remedies Expectations for cough and cold remedies drop in nearly all countries US category revisions point the way for near-term growth projections Leading players planning for 2021 by trimming the fat Expectations for 2021 are for a return to stronger growth Health concerns surfaced during COVID-19 to spread in the forecast Factors to watch in 2021

Q1 MACROECONOMIC UPDATE

Global baseline outlook: Downside risks to the recovery have declined
Uncertainty remains high, but with a more optimistic tilt
Real GDP annual growth forecasts and revisions from last quarter, AE (%, percentage points)
Real GDP annual growth forecasts and revisions from last quarter, EMDE (%, percentage points)
COVID-19 scenarios summary

ABOUT OUR INDUSTRY FORECAST MODEL

About Consumer Health quarterly forecast updates
Euromonitor International and COVID-19: forecasts and analysis
Data and reporting timeline for Consumer Health

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.

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