



**Euromonitor
International**

Consumer Health in US

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Abbott leverages protein demand as GLP-1 reshapes nutrition

Tylenol pivots to prevention as OTC volumes contract

Biostime addresses parental demand for preventive immunity support

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Dietary supplements set to lead as consumers pursue personalised health outcomes

GLP-1 adoption and holistic health expected to reshape product innovation

Brands anticipated to bridge medicine and wellness as personalisation reshapes growth

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Fragmentation persists as established brands defend shares

Acquisitions reshape the competitive landscape

IM8 demonstrates growth opportunities are still available

Chart 1 Company Shares 2026

Chart 2 Brand Shares 2026

CHANNELS

Offline channels retain dominance despite structural pressures

Retail e-commerce accelerates through delivery expansion and direct-to-consumer growth

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Wellness convergence expands innovation beyond core categories

Dual-variant launches and targeted formulations define recent entries

Portfolio transformation signals long-term strategic shifts

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Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

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COUNTRY REPORTS DISCLAIMER

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