EXECUTIVE SUMMARY
Consumer health in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS
Table 1 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023
Table 2 - Life Expectancy at Birth 2018-2023

MARKET DATA
Table 3 - Sales of Consumer Health by Category: Value 2018-2023
Table 4 - Sales of Consumer Health by Category: % Value Growth 2018-2023
Table 5 - NBO Company Shares of Consumer Health: % Value 2019-2023
Table 6 - LBN Brand Shares of Consumer Health: % Value 2020-2023
Table 7 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023
Table 8 - Distribution of Consumer Health by Format: % Value 2018-2023
Table 9 - Distribution of Consumer Health by Format and Category: % Value 2023
Table 10 - Forecast Sales of Consumer Health by Category: Value 2023-2028
Table 11 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX
OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches

DISCLAIMER
DEFINITIONS
SOURCES
Summary 1 - Research Sources

Analgesics in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS
Fast pain relief needs and fear of shortages maintain a demand for systemic analgesics
New Advil product showcases the potential for innovative pain relief options
Elderly consumers and fitness enthusiasts push the demand for topical analgesics

PROSPECTS AND OPPORTUNITIES
Analgesics is expected to witness stabilisation in the forecast period
Dietary supplements to ride into analgesics’ spaces
Further development and growth opportunities lie ahead for retail e-commerce

CATEGORY DATA
Table 12 - Sales of Analgesics by Category: Value 2018-2023
Table 13 - Sales of Analgesics by Category: % Value Growth 2018-2023
Table 14 - NBO Company Shares of Analgesics: % Value 2019-2023
Table 15 - LBN Brand Shares of Analgesics: % Value 2020-2023
Table 16 - Forecast Sales of Analgesics by Category: Value 2023-2028
Table 17 - Forecast Sales of Analgesics by Category: % Value Growth 2023-2028

Sleep Aids in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS
Growing incidence of sleep issues boosts the demand for sleep aids
Prescription alternatives may dampen growth potential
Competition grows from vitamins and dietary supplements players

PROSPECTS AND OPPORTUNITIES
Better growth rates anticipated as the economic situation stabilises
Technology continues to penetrate the sleep aids space
Companies add sleep support to employee programmes

CATEGORY DATA
Table 18 - Sales of Sleep Aids: Value 2018-2023
Table 19 - Sales of Sleep Aids: % Value Growth 2018-2023
Table 20 - NBO Company Shares of Sleep Aids: % Value 2019-2023
Table 21 - LBN Brand Shares of Sleep Aids: % Value 2020-2023
Table 22 - Forecast Sales of Sleep Aids: Value 2023-2028
Table 23 - Forecast Sales of Sleep Aids: % Value Growth 2023-2028

Cough, Cold and Allergy (Hay Fever) Remedies in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS
Cough and cold remedies/products enjoy demand as consumers prepare for the 2023-2024 cold and flu season
Intense allergy season boosts retail value sales of antihistamines/allergy remedies
Code of conduct to resolve grocery retailer-supplier issues

PROSPECTS AND OPPORTUNITIES
Stabilisation anticipated in the demand for cough/cold remedies/products
More intense allergy seasons to foster demand for antihistamines/allergy remedies (systemic)
Growing e-commerce demand for cough, cold and allergy (hay fever) remedies

CATEGORY DATA
Table 24 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023
Table 25 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023
Table 26 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023
Table 27 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023
Table 28 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028
Table 29 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

Dermatologicals in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS
Topical antifungals to lead retail volume growth as consumers resume gym norms
New launch offers a technological and more natural alternative
Strong private label presence persists in a tough economic climate

PROSPECTS AND OPPORTUNITIES
Positive growth across dermatologicals as society reopens fully
E-commerce set to grow as a retail channel for hair loss treatments
Biting insect population to push sales of topical allergy remedies/antihistamines

CATEGORY DATA
Table 30 - Sales of Dermatologicals by Category: Value 2018-2023
Table 31 - Sales of Dermatologicals by Category: % Value Growth 2018-2023
Table 32 - NBO Company Shares of Dermatologicals: % Value 2019-2023
Table 33 - LBN Brand Shares of Dermatologicals: % Value 2020-2023
Table 34 - LBN Brand Shares of Hair Loss Treatments: % Value 2020-2023
Table 35 - Forecast Sales of Dermatologicals by Category: Value 2023-2028
Table 36 - Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

Digestive Remedies in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS
Strong earlier demand dampens retail volume growth potential in 2023
New launch fits with need for convenient solutions for busy consumers
More natural solutions enter the fray

PROSPECTS AND OPPORTUNITIES
More stable demand trajectory expected in the forecast period
Private label is set to remain an important presence in digestive remedies
Threat from vitamins and dietary supplements is likely to grow

CATEGORY DATA
Table 37 - Sales of Digestive Remedies by Category: Value 2018-2023
Table 38 - Sales of Digestive Remedies by Category: % Value Growth 2018-2023
Table 39 - NBO Company Shares of Digestive Remedies: % Value 2019-2023
Table 40 - LBN Brand Shares of Digestive Remedies: % Value 2020-2023
Table 41 - Forecast Sales of Digestive Remedies by Category: Value 2023-2028
Table 42 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

Eye Care in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS
Fuller return to the workplace fosters the use of eye care products
Intense allergy season sustains usage of allergy eye care products
Alcon Canada releases new Systane all-in-one solution

PROSPECTS AND OPPORTUNITIES
Longer-term factors to sustain a demand for eye care
Longer and more intense allergy seasons to boost the use of allergy eye care
Eye care is set to continue to penetrate online grocery lists

CATEGORY DATA
Table 43 - Sales of Eye Care by Category: Value 2018-2023
Table 44 - Sales of Eye Care by Category: % Value Growth 2018-2023
KEY DATA FINDINGS

2023 DEVELOPMENTS
Rising health awareness and smoking cessation support boost the category
Sesh Products taps into smoking cessation needs of smokers and vapers
New warning regulations to increase the pressure to quit smoking

PROSPECTS AND OPPORTUNITIES
The difficulty of quitting the habit offers growth opportunities for NRT smoking cessation aids
Use of technology to develop in the category
Online offer of NRT smoking cessation aids is set to continue to grow in the forecast period

CATEGORY INDICATORS
Table 49 - Number of Smokers by Gender 2018-2023

CATEGORY DATA
Table 50 - Sales of NRT Smoking Cessation Aids by Category: Value 2018-2023
Table 51 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2018-2023
Table 52 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2019-2023
Table 53 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2020-2023
Table 54 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2023-2028
Table 55 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2023-2028

Wound Care in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS
Fuller resumption of active lifestyles creates conditions for minor injuries and the use of wound care products
Wide, colourful and dynamic offer in wound care
E-commerce emerges as a channel for wound care

PROSPECTS AND OPPORTUNITIES
The demand for wound care is set to stabilise as society returns to normality
New players and start-ups to find niches for penetration and growth
The ageing population trend remains a key contributor to wound care sales

CATEGORY DATA
Table 56 - Sales of Wound Care by Category: Value 2018-2023
Table 57 - Sales of Wound Care by Category: % Value Growth 2018-2023
Table 58 - NBO Company Shares of Wound Care: % Value 2019-2023
Table 59 - LBN Brand Shares of Wound Care: % Value 2020-2023
Table 60 - Forecast Sales of Wound Care by Category: Value 2023-2028
Table 61 - Forecast Sales of Wound Care by Category: % Value Growth 2023-2028

Sports Nutrition in Canada

KEY DATA FINDINGS
2023 DEVELOPMENTS
Convenience formats perform well in 2023
Workout needs maintain the appeal of sports non-protein products
Players respond to high sophistication of product users

PROSPECTS AND OPPORTUNITIES
High health and wellbeing awareness to boost the demand for sports nutrition
Key fitness trends to inform new product development
Growing array of gyms and fitness centres augurs well for sports nutrition

CATEGORY DATA
Table 62 - Sales of Sports Nutrition by Category: Value 2018-2023
Table 63 - Sales of Sports Nutrition by Category: % Value Growth 2018-2023
Table 64 - NBO Company Shares of Sports Nutrition: % Value 2019-2023
Table 65 - LBN Brand Shares of Sports Nutrition: % Value 2020-2023
Table 66 - Forecast Sales of Sports Nutrition by Category: Value 2023-2028
Table 67 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

KEY DATA FINDINGS

2023 DEVELOPMENTS
The demand for probiotic supplements continues to benefit from rising health awareness
Manufacturers continue to respond to the trend for immunity products
Fears of higher costs with new regulations

PROSPECTS AND OPPORTUNITIES
Dietary supplements is expected to ride the health and wellness trend to positive growth
Personalised nutrition trend is set to grow
New labelling regulations to impact dietary supplements

CATEGORY DATA
Table 68 - Sales of Dietary Supplements by Category: Value 2018-2023
Table 69 - Sales of Dietary Supplements by Category: % Value Growth 2018-2023
Table 70 - Sales of Dietary Supplements by Positioning: % Value 2018-2023
Table 71 - NBO Company Shares of Dietary Supplements: % Value 2019-2023
Table 72 - LBN Brand Shares of Dietary Supplements: % Value 2020-2023
Table 73 - Forecast Sales of Dietary Supplements by Category: Value 2023-2028
Table 74 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

Vitamins in Canada

KEY DATA FINDINGS

2023 DEVELOPMENTS
Stabilisation, but the demand for vitamins remains strong
New Nature's Bounty line offers innovation in a crowded landscape
Concentrated distribution landscape intensifies competitive arena

PROSPECTS AND OPPORTUNITIES
Slow growth anticipated due to more mindful purchasing habits
Personalisation set to trend in vitamins
New labelling and fee requirements to impact the category
2023 DEVELOPMENTS

Protein positioning offers some respite for meal replacement
Ensure and Boost continue to drive supplement nutrition drinks
Trend for apple cider vinegar weight loss supplements

PROSPECTS AND OPPORTUNITIES

Bright outlook as busy consumers try to manage weight and wellbeing
Prescription drugs offer a threat to weight loss products
Growing importance of e-commerce in weight management and wellbeing

2023 DEVELOPMENTS

Cannabidiol (CBD) offers growth potential in herbal/traditional products
The demand for herbal/traditional cough, cold and allergy (hay fever) remedies benefits from lingering supply and respiratory illness fears
New regulations threaten to increase costs

PROSPECTS AND OPPORTUNITIES

Ageing population and CBD trends offer strong growth opportunities for herbal/traditional topical analgesics
Canadian brands to benefit from innovation and strong distribution
New labelling requirements to impact category costs and prices

Paediatric Consumer Health in Canada
KEY DATA FINDINGS

2023 DEVELOPMENTS
Concerns over shortages and out-of-home lifestyles push the demand for paediatric cough/cold remedies
Intense allergy seasons maintain interest in paediatric allergy remedies
Paediatric vitamins and dietary supplements see strong demand amid stabilisation

PROSPECTS AND OPPORTUNITIES
Maturity and stabilisation to limit growth potential
Players are required to marry parents’ expectations and children’s tastes
Online presence to grow but physical stores remain the go-to format

CATEGORY DATA
Table 94 - Sales of Paediatric Consumer Health by Category: Value 2018-2023
Table 95 - Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023
Table 96 - NBO Company Shares of Paediatric Consumer Health: % Value 2019-2023
Table 97 - LBN Brand Shares of Paediatric Consumer Health: % Value 2020-2023
Table 98 - Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028
Table 99 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

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