

Consumer Healthcare 2017 Global Market Expected to Grow at CAGR of 9.26% and Forecast to 2022

Wiseguyreports.Com Publish New Market Research Report On-“Consumer Healthcare 2017 Global Market Expected to Grow at CAGR of 9.26% and Forecast to 2022”.

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[Consumer Healthcare Market 2017](#)

Executive Summary

The characteristics of consumer health products vary widely, with the two most important elements being the consumer needs they address and the strength of the claims made. The market for consumer-focused healthcare products is increasingly occupying the space between consumer needs and growing prevalence of lifestyle diseases. As consumer health companies develop a combination of consumer goods and pharmaceuticals, they have the ability to engage consumers by proving the clinical effectiveness of their products. These companies recognize unmet consumer needs and develop inventive ways to establish their presence in the marketplace.

Allergy care, dietary supplements, feminine care, pain relief, respiratory, and oral health are among the popular consumer health product categories. Some well-known products in the market are Voltaren and Panadol by GlaxoSmithKline; Lactacyd and Dermacyd by Sanofi; and Nexium, Advil, and Caltrate by Pfizer.

The analysts forecast the global consumer healthcare market to grow at a CAGR of 9.26% during the period 2016-2020.

Covered in this report

The report covers the present scenario and the growth prospects of the global consumer healthcare market for the period 2016-2020. To calculate the market size, the report considers revenue generated from the sales of OTC pharmaceuticals and dietary supplements.

The market is divided into the following segments based on geography:

- Americas
- APAC



- EMEA

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The report, Global Consumer Healthcare Market 2016-2020, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors

- Bayer HealthCare
- Boehringer Ingelheim
- GlaxoSmithKline
- Johnson & Johnson
- Pfizer
- Sanofi

Other prominent vendors

- Abbott Laboratories
- American Health
- Amway
- Arena Pharmaceuticals
- BASF
- BioGaia
- Bukwang Pharmaceutica
- Chr. Hansen
- Danone
- Euradite Consumer Health and Life Care
- Friggs
- Genomma Lab Internacional
- Glanbia
- Herbalife
- The Himalaya Drug Company
- Kellogg
- McNeil Consumer Healthcare
- Mead Johnson Nutrition
- Merck
- Mitsubishi Tanabe Pharma
- Nestlé
- Novartis
- Nutrition & Santé
- Omega Pharma
- Procter & Gamble
- Reckitt Benckiser
- SAVA Global
- Sigma Pharmaceuticals
- Sun Pharma
- Taisho Pharmaceuticals
- Takeda Pharmaceuticals

- Teva Pharmaceuticals
- Unifarma Global Consumer Healthcare
- Vida Laboratories
- Yakult Danone India

Key questions answered in this report

- What will the market size be in 2020 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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- New product launches
- Promotions and marketing initiatives
- Strategic alliances

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