Consumer Health in Israel

Description: Consumer health increased by 5% in current value terms in 2016; this was the same growth rate as the CAGR seen in the review period. The reason for this performance was the stability in both OTC and vitamins and dietary supplements. Whilst consumers have reservations regarding the medication they consume, their busy routines do not give them with much time to rest or go to the doctor, leaving them with the option of OTC medication.

The Consumer Health in Israel report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2011-2015, allowing you to identify the sectors driving growth. Forecasts to 2020 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?
- Get a detailed picture of the Consumer Health market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

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September 2016

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