

Generation Z: The Growth Engine of the Consumer Health Market

12/06/2026 How manufacturers and retailers need to position themselves now to capitalize on the rapid growth of this billion-dollar market.

The global consumer health market is growing at a remarkable pace. While the market was valued at USD 189 billion in 2019, it expanded to USD 258 billion by 2023. By 2028, the market is expected to reach a value of USD 380 billion.

This growth is primarily being driven by an increasing focus on prevention, rising health awareness, ongoing innovation, and the growing importance of digital sales channels. The trend is particularly pronounced in Europe: while the global market is growing at around eight percent, the projected annual growth rate in Europe exceeds ten percent, placing it above the global average. Germany, as one of the largest individual markets in Europe, plays a key role in this development.

Within the consumer health market, OTC medications and supplements are emerging as key growth enablers. One especially attractive factor for manufacturers and retailers is that OTC products and

supplements generate margins that are up to twice as high as those in traditional grocery categories, according to an analysis of Porsche Consulting. At the same time, the segment is characterized by high repeat purchase rates. In Germany, online pharmacies are already generating 25 percent of the market's revenue through offerings such as subscription models for OTC medications and dietary supplements.

Read the whole report: Generation Z: The Growth Engine of the Consumer Health Market.

MEDIA ENQUIRIES



Jan Boris Wintzenburg

Director Communications and Marketing
Porsche Consulting GmbH
+49 (0) 152 3911 8663
jan_boris.wintzenburg@porsche-consulting.com

Link Collection

Link to this article
https://newsroom.porsche.com/en/2026/company/porsche-consulting-generation-z-growth-engine-consumer-health-market-42609.html

Media Package
https://pmdb.porsche.de/newsroomzips/11b11df4-469c-4325-8346-481a460cfd35.zip

External Links
https://www.porsche-consulting.com