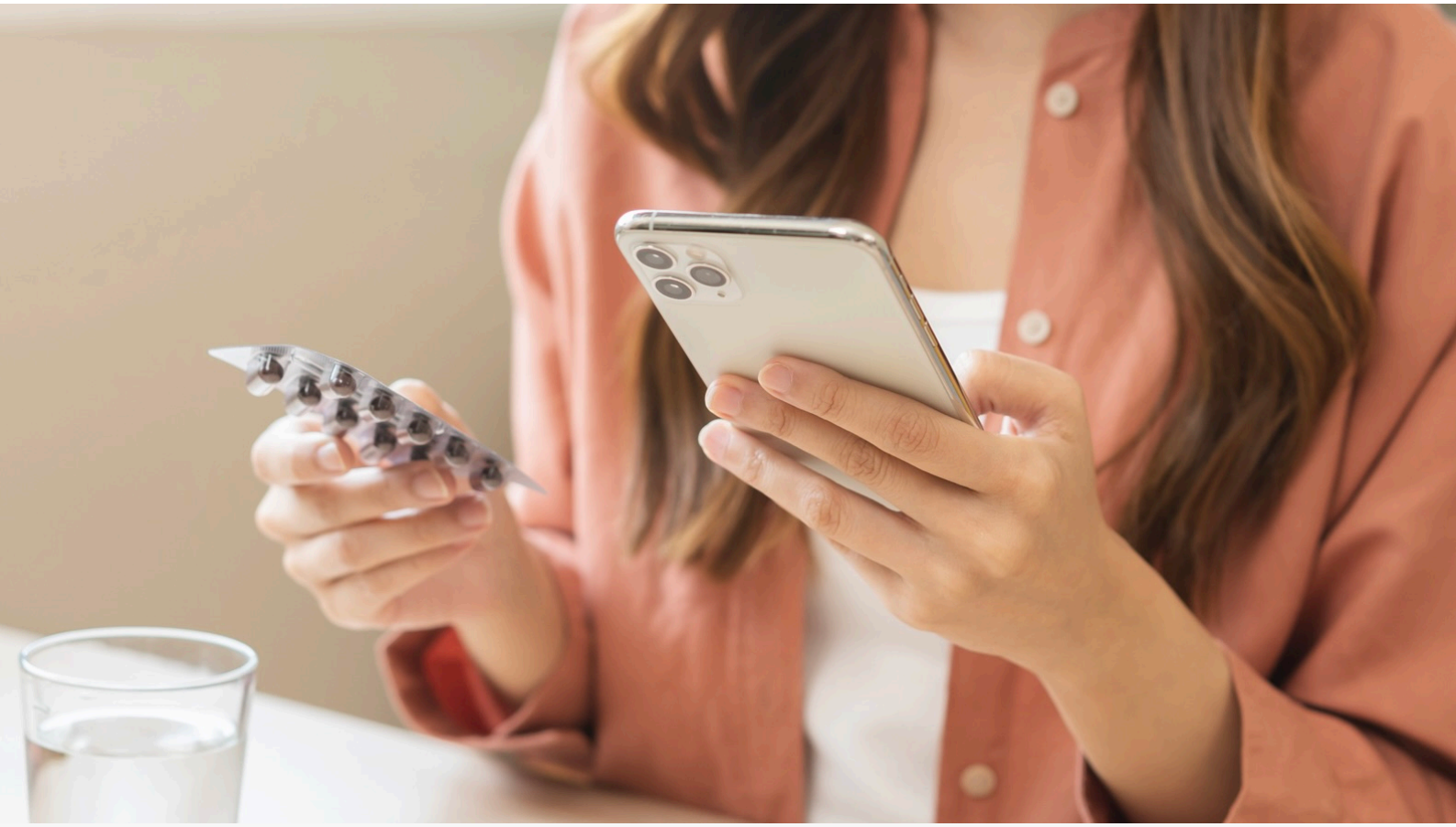


Consumer Health for Generation Z

13/10/2025 How digital health products are conquering new markets.

The consumer health market is growing dynamically. In 2024, the global market volume reached USD 571 billion. For manufacturers and retailers, this growth creates opportunities reach far beyond traditional healthcare. Over-the-counter (OTC) medications and dietary supplements (e.g., vitamins, minerals, protein) are becoming growth drivers at the intersection of health, lifestyle, and consumption.

The German OTC market now has a volume of around USD 10 billion. The market for dietary supplements is also growing steadily and was estimated at around USD 8 billion for 2024. The figures show that health is no longer just a matter of medical necessity, but part of an active, preventive lifestyle. This creates a high-margin segment for manufacturers and an opportunity for retailers to set themselves apart from competitors and increase customer numbers.

Read the full web article now.

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/2025/company/porsche-consulting-consumer-health-generation-z-40816.html

Media Package
https://pmdb.porsche.de/newsroomzips/53d058c0-9b02-408d-ad1c-67541114e5c2.zip

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