

Consumer Health in the United Arab Emirates

Market Direction | 2023-09-21 | 103 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2200.00
- Multiple User License (1 Site) €4400.00
- Multiple User License (Global) €6600.00

Report description:

2023 is set to be a strong year for consumer health in the United Arab Emirates. Many categories are expected to see robust current value growth, underpinned by an increase in online distribution channels, as well as an increasingly savvy, health-conscious population, that is willing to spend on self-care and preventive health.

Euromonitor International's Consumer Health in United Arab Emirates report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

List Of Contents And Tables

CONSUMER HEALTH IN THE UNITED ARAB EMIRATES

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 Distribution of Consumer Health by Format: % Value 2018-2023

Table 8 Distribution of Consumer Health by Format and Category: % Value 2023

Table 9 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 10 □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 THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Local brands compete for consumers' attention on price

Young demographic of the United Arab Emirates favours acetaminophen over diclofenac

Paediatric analgesics experiences only moderate growth

PROSPECTS AND OPPORTUNITIES

Panadol leads systemic analgesics, and is set to maintain robust sales growth

Topical analgesics/anaesthetic brand Deep Relief is a recognised, trusted brand

Iconic brand Tiger Balm set to perform well in topical analgesics/anaesthetic

CATEGORY DATA

Table 11 Sales of Analgesics by Category: Value 2018-2023

Table 12 Sales of Analgesics by Category: % Value Growth 2018-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 13 NBO Company Shares of Analgesics: % Value 2019-2023

Table 14 LBN Brand Shares of Analgesics: % Value 2020-2023

Table 15 Forecast Sales of Analgesics by Category: Value 2023-2028

Table 16 Forecast Sales of Analgesics by Category: % Value Growth 2023-2028

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Climate change and increased use of air conditioning causes a spike in allergies

Impact of seasonal flu expected to decline

Rising demand for herbal/traditional cough remedies leads to a growing shelf presence

PROSPECTS AND OPPORTUNITIES

Multifunctional products set to be a growth driver

Zyrtec set to remain the leading brand in antihistamines/allergy remedies, driven by recommendations

Self-care for common ailments set to drive growth

CATEGORY DATA

Table 17 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023

Table 18 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023

Table 20 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023

Table 21 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028

Table 22 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

DIGESTIVE REMEDIES IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2023 DEVELOPMENTS

High prevalence of gastrointestinal disorders

Social media raises awareness of gut health

Growth of new formats to appeal to consumers

PROSPECTS AND OPPORTUNITIES

Rise of IBS in the United Arab Emirates set to drive growth for IBS treatments

Lifestyle changes could challenge growth, but digestive remedies could also offer prevention

Higher fragmentation and category blurring expected with the entry of niche products

CATEGORY DATA

Table 23 Sales of Digestive Remedies by Category: Value 2018-2023

Table 24 Sales of Digestive Remedies by Category: % Value Growth 2018-2023

Table 25 NBO Company Shares of Digestive Remedies: % Value 2019-2023

Table 26 LBN Brand Shares of Digestive Remedies: % Value 2020-2023

Table 27 Forecast Sales of Digestive Remedies by Category: Value 2023-2028

Table 28 Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

DERMATOLOGICALS IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Hair loss treatments sees increased fragmentation

Regaine registers strong growth due to presence of different strengths and formats

Antifungals sees notable growth in 2023 as awareness rises

PROSPECTS AND OPPORTUNITIES

Bepanthen Ointment registers massive growth as it moves online

If the taboo is broken, there is much room for growth in vaginal antifungals

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Competition from alternatives likely to hamper growth

CATEGORY DATA

Table 29 Sales of Dermatologicals by Category: Value 2018-2023

Table 30 Sales of Dermatologicals by Category: % Value Growth 2018-2023

Table 31 NBO Company Shares of Dermatologicals: % Value 2019-2023

Table 32 LBN Brand Shares of Dermatologicals: % Value 2020-2023

Table 33 LBN Brand Shares of Hair Loss Treatments: % Value 2020-2023

Table 34 Forecast Sales of Dermatologicals by Category: Value 2023-2028

Table 35 Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

NRT SMOKING CESSATION AIDS IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Government initiatives promote smoking cessation

Nicotinell continues to dominate due to wide availability in pharmacies

NRT smoking cessation aids is highly consolidated

PROSPECTS AND OPPORTUNITIES

Smoking cessation clinics available across the United Arab Emirates, limiting growth

Pharmacies will continue to lead, but e-commerce is growing

NRT gum expected to remain the most popular format

CATEGORY INDICATORS

Table 36 Number of Smokers by Gender 2018-2023

CATEGORY DATA

Table 37 Sales of NRT Smoking Cessation Aids by Category: Value 2018-2023

Table 38 Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2018-2023

Table 39 NBO Company Shares of NRT Smoking Cessation Aids: % Value 2019-2023

Table 40 LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2020-2023

Table 41 Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2023-2028

Table 42 Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2023-2028

SLEEP AIDS IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increasing awareness of sleep hygiene and health

Rising popularity of valerian- and melatonin-based sleep aids

Pharmacies remains the main distribution channel

PROSPECTS AND OPPORTUNITIES

High and rising fragmentation within and outside of sleep aids

Panadol Night set to maintain its lead due to its dual action formula

Technology could help drive the growth sleep aids

CATEGORY DATA

Table 43 Sales of Sleep Aids: Value 2018-2023

Table 44 Sales of Sleep Aids: % Value Growth 2018-2023

Table 45 NBO Company Shares of Sleep Aids: % Value 2019-2023

Table 46 LBN Brand Shares of Sleep Aids: % Value 2020-2023

Table 47 Forecast Sales of Sleep Aids: Value 2023-2028

Table 48 Forecast Sales of Sleep Aids: % Value Growth 2023-2028

EYE CARE IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

2023 DEVELOPMENTS

Eye drops is the leading format

Increased screen time contributes to growth for eye care

Dry eyes prevalent in the United Arab Emirates due to climate and air conditioning

PROSPECTS AND OPPORTUNITIES

Climate change likely to impact eye care

Surge in eye surgery helps drive sales of eye care products

Omnichannel distribution here to stay

CATEGORY DATA

Table 49 Sales of Eye Care by Category: Value 2018-2023

Table 50 Sales of Eye Care by Category: % Value Growth 2018-2023

Table 51 NBO Company Shares of Eye Care: % Value 2019-2023

Table 52 LBN Brand Shares of Eye Care: % Value 2020-2023

Table 53 Forecast Sales of Eye Care by Category: Value 2023-2028

Table 54 Forecast Sales of Eye Care by Category: % Value Growth 2023-2028

WOUND CARE IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Huge number of new entrants and specialisation in wound care

Sales of novelty sticking plasters/adhesive bandages are low, but growing online

First aid kits sees more muted volume growth in 2023, following a strong year in 2022

PROSPECTS AND OPPORTUNITIES

Rise of outdoor pursuits set to benefit wound care

Well-known brands set to continue to dominate wound care

Private label set to see a boost by appealing to price-conscious consumers

CATEGORY DATA

Table 55 Sales of Wound Care by Category: Value 2018-2023

Table 56 Sales of Wound Care by Category: % Value Growth 2018-2023

Table 57 NBO Company Shares of Wound Care: % Value 2019-2023

Table 58 LBN Brand Shares of Wound Care: % Value 2020-2023

Table 59 Forecast Sales of Wound Care by Category: Value 2023-2028

Table 60 Forecast Sales of Wound Care by Category: % Value Growth 2023-2028

VITAMINS IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Personalisation drives growth for single vitamins

Vitamin-infused nutrition set to grow

Multivitamin Berocca sees triple-digit growth due to extensive online footprint

PROSPECTS AND OPPORTUNITIES

Beauty positioning set to benefit vitamins

Immunity-boosting vitamins set to continue their strong growth

Centrum set to remain the leader in multivitamins

CATEGORY DATA

Table 61 Sales of Vitamins by Category: Value 2018-2023

Table 62 Sales of Vitamins by Category: % Value Growth 2018-2023

Table 63 Sales of Multivitamins by Positioning: % Value 2018-2023

Table 64 NBO Company Shares of Vitamins: % Value 2019-2023

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 65 LBN Brand Shares of Vitamins: % Value 2020-2023

Table 66 Forecast Sales of Vitamins by Category: Value 2023-2028

Table 67 Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

DIETARY SUPPLEMENTS IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Beauty from within ? supplements with an anti-ageing positioning set to do well

Rise of naturopathy and genetic testing benefits dietary supplements

Insurance coverage varies, with iron testing covered, but vitamin D not

PROSPECTS AND OPPORTUNITIES

Beauty brands are expanding to offer supplements

Difficulties for the gummies format of omega and fish oil supplements

Demographic shifts could 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

WEIGHT MANAGEMENT AND WELLBEING IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Convenience fuels the popularity of meal replacement, especially Slim Fast

Weight management brands build online communities to maintain connections

Obesity concerns persist in the United Arab Emirates

PROSPECTS AND OPPORTUNITIES

Weight management and wellbeing faces competition from prescription products

So-called ?miracle? cures, including Ozempic, could create a headwind

Atkins set to remain the leader in weight management and wellbeing

CATEGORY DATA

Table 75 Sales of Weight Management and Wellbeing by Category: Value 2018-2023

Table 76 Sales of Weight Management and Wellbeing by Category: % Value Growth 2018-2023

Table 77 NBO Company Shares of Weight Management and Wellbeing: % Value 2019-2023

Table 78 LBN Brand Shares of Weight Management and Wellbeing: % Value 2020-2023

Table 79 Forecast Sales of Weight Management and Wellbeing by Category: Value 2023-2028

Table 80 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2023-2028

SPORTS NUTRITION IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Major jump in the number of new players in sports protein powder, which take share from established brands

Expert guidance important in drawing in first time users

Influencers fuel sports nutrition trend amongst women by busting myths

PROSPECTS AND OPPORTUNITIES

Personalisation could fuel growth

Dubai Fitness Challenge launched by the government, which could contribute to growth

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Blurring of lines between functional food and sports nutrition could be a threat

CATEGORY DATA

Table 81 Sales of Sports Nutrition by Category: Value 2018-2023

Table 82 Sales of Sports Nutrition by Category: % Value Growth 2018-2023

Table 83 NBO Company Shares of Sports Nutrition: % Value 2019-2023

Table 84 LBN Brand Shares of Sports Nutrition: % Value 2020-2023

Table 85 Forecast Sales of Sports Nutrition by Category: Value 2023-2028

Table 86 Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

HERBAL/TRADITIONAL PRODUCTS IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Herbal/traditional dietary supplements grows due to the preventive health trend

Herbal/traditional sleep aids has room for growth

Herbal/traditional topical analgesics remains one of the largest categories by value

PROSPECTS AND OPPORTUNITIES

Trend of going 'back to basics' offers opportunities for well-known brands

Herbal/traditional cough, cold and allergy (hay fever) remedies will continue to grow

Trend towards 'clean' products will support growth for herbal/traditional products

CATEGORY DATA

Table 87 Sales of Herbal/Traditional Products by Category: Value 2018-2023

Table 88 Sales of Herbal/Traditional Products by Category: % Value Growth 2018-2023

Table 89 NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023

Table 90 LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023

Table 91 Forecast Sales of Herbal/Traditional Products by Category: Value 2023-2028

Table 92 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2023-2028

PAEDIATRIC CONSUMER HEALTH IN THE UNITED ARAB EMIRATES

KEY DATA FINDINGS

2023 DEVELOPMENTS

Parental hesitation limits growth of some standard products

Pharmacies remains the leading distribution channel despite the rise of e-commerce

Expatriate consumer behaviour and price disparities

PROSPECTS AND OPPORTUNITIES

Particular challenges forecasting for paediatric consumer health

Food intolerances rise amongst children, which will prompt supplementation

Centrum Junior is the fastest growing multivitamin, and will continue to perform well

CATEGORY DATA

Table 93 Sales of Paediatric Consumer Health by Category: Value 2018-2023

Table 94 Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023

Table 95 NBO Company Shares of Paediatric Consumer Health: % Value 2019-2023

Table 96 LBN Brand Shares of Paediatric Consumer Health: % Value 2020-2023

Table 97 Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028

Table 98 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Consumer Health in the United Arab Emirates

Market Direction | 2023-09-21 | 103 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2200.00
	Multiple User License (1 Site)	€4400.00
	Multiple User License (Global)	€6600.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-07"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com