

Consumer Health in Pakistan

Market Direction | 2024-10-10 | 74 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2675.00
- Multiple User License (1 Site) €5350.00
- Multiple User License (Global) €8025.00

Report description:

It is expected to be a positive picture for consumer health in Pakistan in 2024, with healthy constant value and volume growth, partly supported by population growth. This positive picture is in spite of continuing soaring inflation, though growth has eased significantly from the previous year. The economy is showing signs of stabilisation and the currency is also more stable, and this is boosting consumer confidence.

Euromonitor International's Consumer Health in Pakistan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table of Contents:

Consumer Health in Pakistan
Euromonitor International
October 2024

List Of Contents And Tables

CONSUMER HEALTH IN PAKISTAN

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 1 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 2 Life Expectancy at Birth 2019-2024

MARKET DATA

Table 3 Sales of Consumer Health by Category: Value 2019-2024

Table 4 Sales of Consumer Health by Category: % Value Growth 2019-2024

Table 5 NBO Company Shares of Consumer Health: % Value 2020-2024

Table 6 LBN Brand Shares of Consumer Health: % Value 2021-2024

Table 7 Penetration of Private Label by Category: % Value 2019-2024

Table 8 Distribution of Consumer Health by Format: % Value 2019-2024

Table 9 Distribution of Consumer Health by Format and Category: % Value 2024

Table 10 □Forecast Sales of Consumer Health by Category: Value 2024-2029

Table 11 □Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

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 PAKISTAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Muted constant value growth in 2024

Multinational brands retain leadership

Concerns over dipyrrone

PROSPECTS AND OPPORTUNITIES

Essentialness of analgesics ensure continuing growth

Pharmacies continue to be significant channel

Continuing innovation as players look to add value

CATEGORY DATA

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Table 12 Sales of Analgesics by Category: Value 2019-2024

Table 13 Sales of Analgesics by Category: % Value Growth 2019-2024

Table 14 NBO Company Shares of Analgesics: % Value 2020-2024

Table 15 LBN Brand Shares of Analgesics: % Value 2021-2024

Table 16 Forecast Sales of Analgesics by Category: Value 2024-2029

Table 17 Forecast Sales of Analgesics by Category: % Value Growth 2024-2029

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN PAKISTAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

High incidence of respiratory illnesses supports volume sales

Procter & Gamble maintains its lead in 2024

Combination products continue to be popular

PROSPECTS AND OPPORTUNITIES

Herbal/traditional cough, cold and allergy remedies increasingly popular

Increasing influence of social media

Over dependence on antibiotics a growing issue

CATEGORY DATA

Table 18 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2019-2024

Table 19 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2019-2024

Table 20 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2024

Table 21 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2024

Table 22 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2024-2029

Table 23 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2024-2029

DIGESTIVE REMEDIES IN PAKISTAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Modern lifestyles drive demand for digestive remedies

Sanofi-Aventis continues to lead

Competition from increasing popularity of dietary supplements

PROSPECTS AND OPPORTUNITIES

Stable growth over forecast period

Shift towards natural products

Ageing population will drive growth for digestive remedies

CATEGORY DATA

Table 24 Sales of Digestive Remedies by Category: Value 2019-2024

Table 25 Sales of Digestive Remedies by Category: % Value Growth 2019-2024

Table 26 NBO Company Shares of Digestive Remedies: % Value 2020-2024

Table 27 LBN Brand Shares of Digestive Remedies: % Value 2021-2024

Table 28 Forecast Sales of Digestive Remedies by Category: Value 2024-2029

Table 29 Forecast Sales of Digestive Remedies by Category: % Value Growth 2024-2029

DERMATOLOGICALS IN PAKISTAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Continuing prevalence of common skin conditions drives volume sales

Abbott retains significant lead

Topical germicidals/antiseptics register highest value growth

PROSPECTS AND OPPORTUNITIES

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Moderate growth over forecast period

Growth in hair loss treatments

Greater scrutiny of ingredients

CATEGORY DATA

Table 30 Sales of Dermatologicals by Category: Value 2019-2024

Table 31 Sales of Dermatologicals by Category: % Value Growth 2019-2024

Table 32 NBO Company Shares of Dermatologicals: % Value 2020-2024

Table 33 LBN Brand Shares of Dermatologicals: % Value 2021-2024

Table 34 Forecast Sales of Dermatologicals by Category: Value 2024-2029

Table 35 Forecast Sales of Dermatologicals by Category: % Value Growth 2024-2029

WOUND CARE IN PAKISTAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Continuing value growth for wound care

Uniferoz continues to dominate wound care in 2024

Increasing distribution through grocery outlets

PROSPECTS AND OPPORTUNITIES

Stable performance over forecast period

Innovation needed to stand out from competition

Potential for natural trend to extend to wound care

CATEGORY DATA

Table 36 Sales of Wound Care by Category: Value 2019-2024

Table 37 Sales of Wound Care by Category: % Value Growth 2019-2024

Table 38 NBO Company Shares of Wound Care: % Value 2020-2024

Table 39 LBN Brand Shares of Wound Care: % Value 2021-2024

Table 40 Forecast Sales of Wound Care by Category: Value 2024-2029

Table 41 Forecast Sales of Wound Care by Category: % Value Growth 2024-2029

VITAMINS IN PAKISTAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Vitamins continue to be popular

International brands continue to dominate in vitamins

Multivitamins account for most value sales

PROSPECTS AND OPPORTUNITIES

Continuing demand for multivitamins, vitamin C and D

Opportunity for development of personalised vitamins

Further segmentation in multivitamins

CATEGORY DATA

Table 42 Sales of Vitamins by Category: Value 2019-2024

Table 43 Sales of Vitamins by Category: % Value Growth 2019-2024

Table 44 Sales of Multivitamins by Positioning: % Value 2019-2024

Table 45 NBO Company Shares of Vitamins: % Value 2020-2024

Table 46 LBN Brand Shares of Vitamins: % Value 2021-2024

Table 47 Forecast Sales of Vitamins by Category: Value 2024-2029

Table 48 Forecast Sales of Vitamins by Category: % Value Growth 2024-2029

DIETARY SUPPLEMENTS IN PAKISTAN

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

2024 DEVELOPMENTS

Healthy value growth in 2024

Merck holds a strong lead

Superfoods and enriched beverages increasingly compete with dietary supplements

PROSPECTS AND OPPORTUNITIES

Positive outlook for dietary supplements

E-commerce see value growth

Increasing segmentation over forecast period

CATEGORY DATA

Table 49 Sales of Dietary Supplements by Category: Value 2019-2024

Table 50 Sales of Dietary Supplements by Category: % Value Growth 2019-2024

Table 51 Sales of Dietary Supplements by Positioning: % Value 2019-2024

Table 52 NBO Company Shares of Dietary Supplements: % Value 2020-2024

Table 53 LBN Brand Shares of Dietary Supplements: % Value 2021-2024

Table 54 Forecast Sales of Dietary Supplements by Category: Value 2024-2029

Table 55 Forecast Sales of Dietary Supplements by Category: % Value Growth 2024-2029

WEIGHT MANAGEMENT AND WELLBEING IN PAKISTAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Muted constant value growth in 2024, with marginal volume decline

Getz Pharma retains lead in weight management and wellbeing

Continuing growth in e-commerce

PROSPECTS AND OPPORTUNITIES

Muted constant value growth over forecast period

Supplement nutrition drinks poised to expand

Shift in focus from losing weight to being healthy

CATEGORY DATA

Table 56 Sales of Weight Management and Wellbeing by Category: Value 2019-2024

Table 57 Sales of Weight Management and Wellbeing by Category: % Value Growth 2019-2024

Table 58 NBO Company Shares of Weight Management and Wellbeing: % Value 2020-2024

Table 59 LBN Brand Shares of Weight Management and Wellbeing: % Value 2021-2024

Table 60 Forecast Sales of Weight Management and Wellbeing by Category: Value 2024-2029

Table 61 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2024-2029

SPORTS NUTRITION IN PAKISTAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Value sales still low, but growing

PROSPECTS AND OPPORTUNITIES

Healthy value growth, though from very low base

CATEGORY DATA

Table 62 Sales of Sports Nutrition by Category: Value 2019-2024

Table 63 Sales of Sports Nutrition by Category: % Value Growth 2019-2024

Table 64 NBO Company Shares of Sports Nutrition: % Value 2020-2024

Table 65 LBN Brand Shares of Sports Nutrition: % Value 2021-2024

Table 66 Forecast Sales of Sports Nutrition by Category: Value 2024-2029

Table 67 Forecast Sales of Sports Nutrition by Category: % Value Growth 2024-2029

HERBAL/TRADITIONAL PRODUCTS IN PAKISTAN

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive value growth in 2024

Continuing dominance of cough and cold remedies

Local players dominate fragmented landscape

PROSPECTS AND OPPORTUNITIES

Positive outlook over forecast period

Expansion into new product areas

Social media plays greater role over forecast period

CATEGORY DATA

Table 68 Sales of Herbal/Traditional Products: Value 2019-2024

Table 69 Sales of Herbal/Traditional Products: % Value Growth 2019-2024

Table 70 NBO Company Shares of Herbal/Traditional Products: % Value 2020-2024

Table 71 LBN Brand Shares of Herbal/Traditional Products: % Value 2021-2024

Table 72 Forecast Sales of Herbal/Traditional Products: Value 2024-2029

Table 73 Forecast Sales of Herbal/Traditional Products: % Value Growth 2024-2029

PAEDIATRIC CONSUMER HEALTH IN PAKISTAN

KEY DATA FINDINGS

2024 DEVELOPMENTS

Continuing value growth in 2024

Cold and cough remedies focus on natural positioning

Foreign multinationals benefit from consumer trust

PROSPECTS AND OPPORTUNITIES

Growing emphasis on preventative health

Climate change drives growth of certain OTC medications

Players focus on child-friendly design

CATEGORY DATA

Table 74 Sales of Paediatric Consumer Health by Category: Value 2019-2024

Table 75 Sales of Paediatric Consumer Health by Category: % Value Growth 2019-2024

Table 76 Forecast Sales of Paediatric Consumer Health by Category: Value 2024-2029

Table 77 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2024-2029

Consumer Health in Pakistan

Market Direction | 2024-10-10 | 74 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	€2675.00
	Multiple User License (1 Site)	€5350.00
	Multiple User License (Global)	€8025.00
		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="2025-05-10"/>
		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