

## **Motion Sickness Treatment - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-07-01 | 115 pages | Mordor Intelligence

### **AVAILABLE LICENSES:**

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

### **Report description:**

Motion Sickness Treatment Market Analysis

The motion sickness treatment market size stands at USD 670.61 million in 2025 and is forecast to reach USD 781.95 million by 2030, registering a 3.12% CAGR over the period. Steady expansion co-exists with fast-moving innovation, as wearable neuromodulation devices challenge long-standing pharmaceutical dominance and regulators scrutinize safety profiles of legacy drugs. Consumer preference for drug-free options, the rebound in global travel, and growing adoption of self-care solutions collectively strengthen demand. Manufacturers now invest heavily in digital platforms that enable direct-to-consumer sales, while biotechnology firms target novel vestibular pathways to meet unmet clinical needs. These shifts signal a structural transition toward integrated, technology-enabled care models across the motion sickness treatment market.

Global Motion Sickness Treatment Market Trends and Insights

Expansion of Global Passenger Mobility and Tourism

Asia-Pacific travel volumes surpassed pre-2019 levels in early 2025, driving sustained consumption of preventive therapies among cruise and automotive passengers. Japanese drug makers responded with rapid-dissolving tablets tailored for elderly tourists, acknowledging the rising average age of travelers. Cruises have enlarged on-board pharmacy inventories, treating motion discomfort as essential infrastructure rather than discretionary spending. Airlines now partner with manufacturers to include sample patches in amenity kits, reinforcing habitual use during long-haul flights. This structural linkage between travel recovery

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

and the motion sickness treatment market underpins volume stability across seasons.

### Rising Consumer Awareness and Self-Medication Practices

Direct-to-consumer branding and social media outreach have normalised over-the-counter therapies. Dramamine's 75th-anniversary campaign in 2024 celebrated the decline of airline emesis bags, embedding the brand in popular culture. Widespread travel blogs promote personalised dosing tips, and mobile apps recommend timing for tablet intake based on itinerary data. Pharmacies report higher basket values as shoppers add natural ginger chews alongside antihistamines. These behaviours align with broader self-care trends and accelerate unit sales in the motion sickness treatment industry.

### Adverse Side-Effects and Safety Concerns of Existing Pharmacological Agents

In June 2025 the FDA required augmented warnings on scopolamine patches after 13 severe hyperthermia cases, including one death. Hospital audits linked transdermal scopolamine to higher delirium and pneumonia rates among seniors. Prescribers now favour shorter-acting antihistamines for cruises and space tourism flights. Litigation risk has widened insurance premiums for cruise lines that distribute patches. This scrutiny suppresses volumes in the core anticholinergic segment of the motion sickness treatment market.

Other drivers and restraints analyzed in the detailed report include:

Technological Innovations in Drug Delivery and Wearable Therapeutics / Proliferation of Virtual and Augmented Reality Applications / Increasing Adoption of Low-Cost Traditional or Herbal Alternatives /

For complete list of drivers and restraints, kindly check the Table Of Contents.

### Segment Analysis

Anticholinergics captured 46.54% of the motion sickness treatment market in 2024, anchored by scopolamine patches valued for 72-hour protection. Recent hyperthermia alerts, however, have dented demand among cruise operators and pediatricians. First-generation antihistamines maintain relevance through well-known brands, though daytime drowsiness prompts consumers to explore non-sedating variants. Neurokinin-1 receptor antagonists show the quickest rise, posting a 5.43% CAGR thanks to pipeline assets that modulate vestibular signalling rather than neurotransmitter suppression. Herbal remedies and neuromodulation devices gather momentum as consumers weigh efficacy alongside safety.

The motion sickness treatment market size for neurokinin-1 antagonists is forecast to climb from USD 79.2 million in 2025 to USD 102.7 million by 2030. Wearable devices, while outside traditional drug categories, now sit within payer formularies for pregnant users and chemotherapy patients. As regulatory bodies tighten labels on anticholinergics, manufacturers pivot toward combination packs pairing low-dose antihistamines with ginger extracts to defend share.

The Motion Sickness Treatment Market Report is Segmented by Treatment Type (Anticholinergics, First-Generation Antihistamines, and More), Distribution Channel (Retail Pharmacies, Hospital Pharmacies, and More), Dosage Form (Oral Tablets/Chews, and More), and Geography (North America, Europe, Asia-Pacific, Middle East & Africa, South America). The Market Forecasts are Provided in Terms of Value (USD).

### Geography Analysis

North America contributed 42.32% of global revenue in 2024, supported by premium pricing, active FDA pathways, and strong

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

insurance coverage for prescription therapies. Device innovators leverage Silicon Valley capital to commercialise vestibular headsets, and U.S. cruise operators stock branded OTC packets in cabin minibars. Canada follows similar patterns, while Mexico's coastal resorts drive OTC sales to tourists.

Europe ranks second in the motion sickness treatment market, aided by harmonised EMA rules that validate botanical options and tighten synthetic drug labelling. Germany and the United Kingdom invest in digital therapeutics for post-stroke vestibular rehab, indirectly advancing consumer acceptance. Ferry routes across Scandinavia and the Mediterranean create predictable spikes in seasonal demand, prompting pharmacies at ports to expand inventories.

Asia-Pacific posts the fastest regional CAGR at 4.34%. Japan pioneers age-friendly melt-in-mouth films, and local manufacturers bundle them with train tickets during national holidays. Chinese firms develop Western-traditional hybrids, blending scopolamine derivatives with ginger to suit cultural preferences. Cruise growth from Singapore and Australia amplifies exposure. Rising disposable incomes and broader e-commerce logistics collectively enlarge the motion sickness treatment market in the region.

List of Companies Covered in this Report:

Prestige Consumer Healthcare / Perrigo Company / GlaxoSmithKline / Pfizer / Baxter / Johnson & Johnson (McNeil) / DM Pharma / Lupin / Reliefband Technologies / Wellspring Pharmaceutical Corp. / Caleb Pharmaceuticals / Myungmoon Pharm Co., Ltd. / Vanda Pharmaceuticals / Bausch + Lomb Corp. / Sun Pharmaceuticals Industries / Dr. Reddy's Laboratories / Abbott Laboratories / Yunnan Baiyao Group Co., Ltd. / Church & Dwight Co., Inc. (Gravol) / CVS Health Corp. /

Additional Benefits:

The market estimate (ME) sheet in Excel format /  
3 months of analyst support /

#### **Table of Contents:**

- 1 Introduction
  - 1.1 Study Assumptions & Market Definition
  - 1.2 Scope Of The Study
- 2 Research Methodology
- 3 Executive Summary
- 4 Market Landscape
  - 4.1 Market Overview
  - 4.2 Market Drivers
    - 4.2.1 Expansion of Global Passenger Mobility And Tourism
    - 4.2.2 Rising Consumer Awareness and Self-Medication Practices
    - 4.2.3 Technological Innovations in Drug Delivery and Wearable Therapeutics
    - 4.2.4 Proliferation of Virtual and Augmented Reality Applications
    - 4.2.5 Growth of E-Commerce and Over-The-Counter Pharmacy Distribution
    - 4.2.6 Strategic Investments by Aerospace And Defense Sectors
  - 4.3 Market Restraints
    - 4.3.1 Adverse Side-Effects and Safety Concerns of Existing Pharmacological Agents
    - 4.3.2 Increasing Adoption of Low-Cost Traditional or Herbal Alternatives

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

- 4.3.3 Intensifying Generic Competition and Price Erosion
- 4.3.4 Regulatory Restrictions on Medication Use in Safety-Critical Occupations
- 4.4 Regulatory Landscape
- 4.5 Porter's Five Forces Analysis
  - 4.5.1 Threat Of New Entrants
  - 4.5.2 Bargaining Power Of Buyers / Consumers
  - 4.5.3 Bargaining Power Of Suppliers
  - 4.5.4 Threat Of Substitute Products
  - 4.5.5 Intensity Of Competitive Rivalry

## 5 Market Size & Growth Forecasts (Value, USD)

- 5.1 By Treatment Type
  - 5.1.1 Anticholinergics (Scopolamine, Etc.)
  - 5.1.2 First-Generation Antihistamines (Dimenhydrinate, Meclizine, Etc.)
  - 5.1.3 Second-Generation / Non-Sedating Antihistamines
  - 5.1.4 Neurokinin-1 Receptor Antagonists (Tradipitant, VLY-686)
  - 5.1.5 Herbal & Nutraceuticals (Ginger, Peppermint, Etc.)
  - 5.1.6 Neuromodulation & Wearable Devices
- 5.2 By Distribution Channel
  - 5.2.1 Retail Pharmacies
  - 5.2.2 Hospital Pharmacies
  - 5.2.3 Online Pharmacies
  - 5.2.4 Travel Retail (Airports, Cruise-Ships)
  - 5.2.5 Hypermarkets & Convenience Stores
- 5.3 By Dosage Form
  - 5.3.1 Oral Tablets / Chews
  - 5.3.2 Transdermal Patches
  - 5.3.3 Nasal Sprays & Gels
  - 5.3.4 Injectables / Infusions
  - 5.3.5 Wearable Neuromodulation Devices
- 5.4 Geography
  - 5.4.1 North America
    - 5.4.1.1 United States
    - 5.4.1.2 Canada
    - 5.4.1.3 Mexico
  - 5.4.2 Europe
    - 5.4.2.1 Germany
    - 5.4.2.2 United Kingdom
    - 5.4.2.3 France
    - 5.4.2.4 Italy
    - 5.4.2.5 Spain
    - 5.4.2.6 Rest of Europe
  - 5.4.3 Asia-Pacific
    - 5.4.3.1 China
    - 5.4.3.2 Japan
    - 5.4.3.3 India
    - 5.4.3.4 Australia

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 5.4.3.5 South Korea
- 5.4.3.6 Rest of Asia-Pacific
- 5.4.4 Middle East & Africa
  - 5.4.4.1 GCC
  - 5.4.4.2 South Africa
  - 5.4.4.3 Rest of Middle East & Africa
- 5.4.5 South America
  - 5.4.5.1 Brazil
  - 5.4.5.2 Argentina
  - 5.4.5.3 Rest of South America

## 6 Competitive Landscape

### 6.1 Market Concentration

### 6.2 Market Share Analysis

6.3 Company Profiles (includes Global level Overview, Market level overview, Core Business Segments, Financials, Headcount, Key Information, Market Rank, Market Share, Products and Services, and analysis of Recent Developments)

6.3.1 Prestige Consumer Healthcare Inc.

6.3.2 Perrigo Company Plc

6.3.3 GlaxoSmithKline Plc

6.3.4 Pfizer Inc.

6.3.5 Baxter International Inc.

6.3.6 Johnson & Johnson (McNeil)

6.3.7 DM Pharma

6.3.8 Lupin Limited

6.3.9 Reliefband Technologies, Inc.

6.3.10 Wellspring Pharmaceutical Corp.

6.3.11 Caleb Pharmaceuticals Inc.

6.3.12 Myungmoon Pharm Co., Ltd.

6.3.13 Vanda Pharmaceuticals Inc.

6.3.14 Bausch + Lomb Corp.

6.3.15 Sun Pharmaceutical Industries Ltd.

6.3.16 Dr. Reddy's Laboratories Ltd.

6.3.17 Abbott Laboratories

6.3.18 Yunnan Baiyao Group Co., Ltd.

6.3.19 Church & Dwight Co., Inc. (Gravol)

6.3.20 CVS Health Corp.

## 7 Market Opportunities & Future Outlook

### 7.1 White-Space & Unmet-Need Assessment

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Motion Sickness Treatment - Market Share Analysis, Industry Trends & Statistics,  
Growth Forecasts (2025 - 2030)**

Market Report | 2025-07-01 | 115 pages | Mordor Intelligence

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 License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		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="2026-03-03"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

