

Herbal/Traditional Products in the United Arab Emirates

September 2025

Herbal/Traditional Products in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Preference for quick, effective standard solutions limits growth potential

Tiger Balm remains the leading brand in a highly fragmented competitive landscape

Safety concerns maintain the popularity of pharmacies

PROSPECTS AND OPPORTUNITIES

Maintaining trust is of key importance in the category

Distrust of informal sellers to maintain a preference for established retail channels

DIY trend can threaten purchases of herbal/traditional products

CATEGORY DATA

- Table 1 Sales of Herbal/Traditional Products by Category: Value 2020-2025
- Table 2 Sales of Herbal/Traditional Products by Category: % Value Growth 2020-2025
- Table 3 NBO Company Shares of Herbal/Traditional Products: % Value 2021-2025
- Table 4 LBN Brand Shares of Herbal/Traditional Products: % Value 2022-2025
- Table 5 Forecast Sales of Herbal/Traditional Products by Category: Value 2025-2030
- Table 6 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2025-2030

Consumer Health in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for Consumer Health?

MARKET INDICATORS

- Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025
- Table 8 Life Expectancy at Birth 2020-2025

MARKET DATA

- Table 9 Sales of Consumer Health by Category: Value 2020-2025
- Table 10 Sales of Consumer Health by Category: % Value Growth 2020-2025
- Table 11 NBO Company Shares of Consumer Health: % Value 2021-2025
- Table 12 LBN Brand Shares of Consumer Health: % Value 2022-2025
- Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2020-2025
- Table 14 Distribution of Consumer Health by Format: % Value 2020-2025
- Table 15 Distribution of Consumer Health by Format and Category: % Value 2025
- Table 16 Forecast Sales of Consumer Health by Category: Value 2025-2030
- Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

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