



Euromonitor
International

Consumer Health in Chile

September 2025

Table of Contents

Consumer Health in Chile

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 1 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 2 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 3 - Sales of Consumer Health by Category: Value 2020-2025

Table 4 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 6 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 7 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025

Table 8 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 9 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 10 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 11 - 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

SOURCES

Summary 1 - Research Sources

Analgesics in Chile

KEY DATA FINDINGS

2025 DEVELOPMENTS

Negative perceptions and price wars continue to weigh on Chile's analgesics

Bayer sees continued share loss

Online pharmacy shopping accelerates

PROSPECTS AND OPPORTUNITIES

Analgesics set for moderate recovery

Loyalty programmes tip the balance away from independent pharmacies

CBD-infused analgesics to gain momentum

CATEGORY DATA

Table 12 - Sales of Analgesics by Category: Value 2020-2025

Table 13 - Sales of Analgesics by Category: % Value Growth 2020-2025

Table 14 - NBO Company Shares of Analgesics: % Value 2021-2025

Table 15 - LBN Brand Shares of Analgesics: % Value 2022-2025

Table 16 - Forecast Sales of Analgesics by Category: Value 2025-2030

Table 17 - Forecast Sales of Analgesics by Category: % Value Growth 2025-2030

Sleep Aids in Chile

KEY DATA FINDINGS

2025 DEVELOPMENTS

Melatonin and herbal solutions lead sleeping aids uptick

Laboratorio Esp Med Knop strengthens presence across Chile with over 80 locations

Pharmacies continues to lead sales of sleeping aids

PROSPECTS AND OPPORTUNITIES

Rising demand for sleep and mental health support fuels category expansion

Convenience drives growth of melatonin gummies

Zopiclone and other prescription drugs fuel growth of illicit channels

CATEGORY DATA

Table 18 - Sales of Sleep Aids: Value 2020-2025

Table 19 - Sales of Sleep Aids: % Value Growth 2020-2025

Table 20 - NBO Company Shares of Sleep Aids: % Value 2021-2025

Table 21 - LBN Brand Shares of Sleep Aids: % Value 2022-2025

Table 22 - Forecast Sales of Sleep Aids: Value 2025-2030

Table 23 - Forecast Sales of Sleep Aids: % Value Growth 2025-2030

Cough, Cold and Allergy (Hay Fever) Remedies in Chile

KEY DATA FINDINGS

2025 DEVELOPMENTS

Seasonal factors drive growth in cough, cold, and allergy remedies

Winter campaign and R&D drive Saval's growth

Pharmacies remains key to distribution of cough cold and allergy (hay fever) remedies

PROSPECTS AND OPPORTUNITIES

Respiratory virus activity and climate shifts drive long-term cough and cold remedies demand

Second-generation antihistamines to gain traction

Natural remedies used to alleviate nasal congestion and coughs

CATEGORY DATA

Table 24 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2020-2025

Table 25 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2020-2025

Table 26 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2025

Table 27 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2022-2025

Table 28 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2025-2030

Table 29 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2025-2030

Dermatologicals in Chile

KEY DATA FINDINGS

2025 DEVELOPMENTS

Hair loss treatments lead growth

Beiersdorf leads Chile's dermatologicals market with Eucerin

Pharmacies continues to lead in dermatologicals

PROSPECTS AND OPPORTUNITIES

Dermatologicals set for a healthy growth path in Chile

Natural ingredients drive growth on medicated shampoos

Sexual education efforts to support vaginal health awareness

CATEGORY DATA

Table 30 - Sales of Dermatologicals by Category: Value 2020-2025

Table 31 - Sales of Dermatologicals by Category: % Value Growth 2020-2025

Table 32 - NBO Company Shares of Dermatologicals: % Value 2021-2025

Table 33 - LBN Brand Shares of Dermatologicals: % Value 2022-2025

Table 34 - LBN Brand Shares of Hair Loss Treatments: % Value 2022-2025

Table 35 - Forecast Sales of Dermatologicals by Category: Value 2025-2030

Table 36 - Forecast Sales of Dermatologicals by Category: % Value Growth 2025-2030

Digestive Remedies in Chile

KEY DATA FINDINGS

2025 DEVELOPMENTS

Digestive remedies category slows as consumers favour phytotherapeutics

Bioequivalent medicines drive Saval's success

Convenience and technology fuel rapid expansion of online channels

PROSPECTS AND OPPORTUNITIES

Digestive health focus to drive steady growth

Probiotics drive growth as Chilean consumers prioritise preventive digestive health

Fiestas Patrias fuel seasonal uptick in antacid consumption

CATEGORY DATA

Table 37 - Sales of Digestive Remedies by Category: Value 2020-2025

Table 38 - Sales of Digestive Remedies by Category: % Value Growth 2020-2025

Table 39 - NBO Company Shares of Digestive Remedies: % Value 2021-2025

Table 40 - LBN Brand Shares of Digestive Remedies: % Value 2022-2025

Table 41 - Forecast Sales of Digestive Remedies by Category: Value 2025-2030

Table 42 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2025-2030

Eye Care in Chile

KEY DATA FINDINGS

2025 DEVELOPMENTS

Wellness categories take priority as eye care sees weak demand

Plant modernisation strengthens Grünenthal's position

Pharmacies dominates eye care

PROSPECTS AND OPPORTUNITIES

Warmer, drier springs to drive allergy-related eye care demand

Environmental factors contribute to growth in eye care

Chamomile emerges as a key complementary remedy for eye health

CATEGORY DATA

Table 43 - Sales of Eye Care by Category: Value 2020-2025

Table 44 - Sales of Eye Care by Category: % Value Growth 2020-2025

Table 45 - NBO Company Shares of Eye Care: % Value 2021-2025

Table 46 - LBN Brand Shares of Eye Care: % Value 2022-2025

Table 47 - Forecast Sales of Eye Care by Category: Value 2025-2030

Table 48 - Forecast Sales of Eye Care by Category: % Value Growth 2025-2030

Wound Care in Chile

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Wound care slows in 2025 following recovery in 2024
- 3M Chile maintains leadership in wound care with Nexcare
- Convenience supports supermarkets' dominance in wound care

PROSPECTS AND OPPORTUNITIES

- Expanding elderly demographic supporting demand for wound care
- Advanced dressings propel wound care innovation
- Improved access and emergency response to influence wound care market

CATEGORY DATA

Table 49 - Sales of Wound Care by Category: Value 2020-2025

Table 50 - Sales of Wound Care by Category: % Value Growth 2020-2025

Table 51 - NBO Company Shares of Wound Care: % Value 2021-2025

Table 52 - LBN Brand Shares of Wound Care: % Value 2022-2025

Table 53 - Forecast Sales of Wound Care by Category: Value 2025-2030

Table 54 - Forecast Sales of Wound Care by Category: % Value Growth 2025-2030

Sports Nutrition in Chile

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Protein powder prices drive consumers towards affordable alternatives
- Nutraline ensures wide distribution and accessibility of Glanbia products
- Competitive pricing strengthens pharmacies channel

PROSPECTS AND OPPORTUNITIES

- Consumer demand and wellness trends to fuel sports nutrition
- Growing demand for personalised fitness supplements
- Protein, creatine, omegas, and magnesium drive holistic training

CATEGORY DATA

Table 55 - Sales of Sports Nutrition by Category: Value 2020-2025

Table 56 - Sales of Sports Nutrition by Category: % Value Growth 2020-2025

Table 57 - NBO Company Shares of Sports Nutrition: % Value 2021-2025

Table 58 - LBN Brand Shares of Sports Nutrition: % Value 2022-2025

Table 59 - Forecast Sales of Sports Nutrition by Category: Value 2025-2030

Table 60 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2025-2030

Dietary Supplements in Chile

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Minerals, probiotics, and omegas drive healthy growth in Chilean supplements

VitaminLife and Omnilife strengthen presence
E-commerce and pharmacies shape the future of dietary supplements in Chile

PROSPECTS AND OPPORTUNITIES

Dietary supplements set to outpace vitamins
PYLORIOFF sets a new standard for preventive gut health in Chile
Fish oils maintains strong growth driven by cardiovascular awareness

CATEGORY DATA

- Table 61 - Sales of Dietary Supplements by Category: Value 2020-2025
- Table 62 - Sales of Dietary Supplements by Category: % Value Growth 2020-2025
- Table 63 - Sales of Dietary Supplements by Positioning: % Value 2020-2025
- Table 64 - NBO Company Shares of Dietary Supplements: % Value 2021-2025
- Table 65 - LBN Brand Shares of Dietary Supplements: % Value 2022-2025
- Table 66 - Forecast Sales of Dietary Supplements by Category: Value 2025-2030
- Table 67 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2025-2030

Vitamins in Chile

KEY DATA FINDINGS

2025 DEVELOPMENTS

Single vitamins regain momentum amid changing consumer preferences
MedCell consolidates its position through tailored supplementation for women
Self-care trends boost vitamins sales in pharmacies

PROSPECTS AND OPPORTUNITIES

Evolving knowledge and specialisation fuel sustained growth
Convenience and taste boost demand for multivitamin gummies
Development of women's life stage supplements

CATEGORY DATA

- Table 68 - Sales of Vitamins by Category: Value 2020-2025
- Table 69 - Sales of Vitamins by Category: % Value Growth 2020-2025
- Table 70 - Sales of Multivitamins by Positioning: % Value 2020-2025
- Table 71 - NBO Company Shares of Vitamins: % Value 2021-2025
- Table 72 - LBN Brand Shares of Vitamins: % Value 2022-2025
- Table 73 - Forecast Sales of Vitamins by Category: Value 2025-2030
- Table 74 - Forecast Sales of Vitamins by Category: % Value Growth 2025-2030

Weight Management and Wellbeing in Chile

KEY DATA FINDINGS

2025 DEVELOPMENTS

Weight management continues downward trend amid Ozempic surge
Multi-channel strategy drives Abbott's growth
Promotional strategies drive consumer purchases in pharmacies

PROSPECTS AND OPPORTUNITIES

Weight loss products continue to decline
Supply shortages highlight risks of aesthetic use of Ozempic in Chile
Consumers seek comprehensive health-focused weight solutions

CATEGORY DATA

Table 75 - Sales of Weight Management and Wellbeing by Category: Value 2020-2025

Table 76 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2020-2025

Table 77 - NBO Company Shares of Weight Management and Wellbeing: % Value 2021-2025

Table 78 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2022-2025

Table 79 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2025-2030

Table 80 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2025-2030

Herbal/Traditional Products in Chile

KEY DATA FINDINGS

2025 DEVELOPMENTS

Herbal products face regulatory barriers

Natural solutions support Megalabs' leadership

Natural pharmacies gain traction as Chileans turn to herbal remedies

PROSPECTS AND OPPORTUNITIES

Mature market and regulatory barriers to continue to constrain herbal product growth

Passionflower remains a popular natural solution for sleep issues

Rising awareness of mental health

CATEGORY DATA

Table 81 - Sales of Herbal/Traditional Products by Category: Value 2020-2025

Table 82 - Sales of Herbal/Traditional Products by Category: % Value Growth 2020-2025

Table 83 - NBO Company Shares of Herbal/Traditional Products: % Value 2021-2025

Table 84 - LBN Brand Shares of Herbal/Traditional Products: % Value 2022-2025

Table 85 - Forecast Sales of Herbal/Traditional Products by Category: Value 2025-2030

Table 86 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2025-2030

Paediatric Consumer Health in Chile

KEY DATA FINDINGS

2025 DEVELOPMENTS

Paediatric products face third consecutive year of contraction

Hipoglós becomes leading brand

Pharmacies leads paediatric product sales in Chile

PROSPECTS AND OPPORTUNITIES

Challenge for paediatric products as parents opt for minimal medication

Gummies to gain in popularity

Immunity and cognitive supplements gain traction

CATEGORY DATA

Table 87 - Sales of Paediatric Consumer Health by Category: Value 2020-2025

Table 88 - Sales of Paediatric Consumer Health by Category: % Value Growth 2020-2025

Table 89 - NBO Company Shares of Paediatric Consumer Health: % Value 2021-2025

Table 90 - LBN Brand Shares of Paediatric Consumer Health: % Value 2022-2025

Table 91 - Forecast Sales of Paediatric Consumer Health by Category: Value 2025-2030

Table 92 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2025-2030

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research

spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-health-in-chile/report.