



Euromonitor
International

Consumer Health in Dominican Republic

September 2025

Table of Contents

Consumer Health in Dominican Republic

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 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 Dominican Republic

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand for systemic analgesics driven by acute respiratory infections and endemic tropical diseases

Generic options like MK show strong positioning in analgesics with a competitive pricing strategy and attribute enhancements

The state-run pharmacy chain "Del Pueblo" (of the people) puts pressure on private chains

PROSPECTS AND OPPORTUNITIES

Despite high penetration of analgesics, there is still room for growth in sales with specific demographic segmentation

Rapid absorption technology and long-lasting relief claims lead product introductions in the Dominican analgesic market

The use of stronger analgesics is more common among Dominican consumers amid potential regulatory changes and easier access to prescription drugs

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

Cough, Cold and Allergy (Hay Fever) Remedies in Dominican Republic

KEY DATA FINDINGS

2025 DEVELOPMENTS

While seasonality is still pronounced in cases of colds and respiratory illnesses, climate change is beginning to influence a broader incidence throughout the year

Dominicans seek balance between price and effectiveness in cough and cold medicines

Product availability is expanding to more popular areas

PROSPECTS AND OPPORTUNITIES

Changing environmental conditions are driving sustained growth in the category

More potent formulas, multi-symptom relief, and faster-assimilating formats are leading the way in innovation

The preference for remedies with natural compounds finds greater space in cough syrups

CATEGORY DATA

Table 18 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2020-2025

Table 19 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2020-2025

Table 20 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2025

Table 21 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2022-2025

Table 22 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2025-2030

Table 23 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2025-2030

Dermatologicals in Dominican Republic

KEY DATA FINDINGS

2025 DEVELOPMENTS

The impact of climate change and the rising prevalence of pediatric dermatological conditions are driving demand in the category

Canesten V strengthens its positioning with a broad distribution, portfolio breadth, and normalisation of the dialogue on women's intimate health

Broad offering of lower-priced generic dermatological options strengthens the pharmacy channel

PROSPECTS AND OPPORTUNITIES

Greater visibility of skin conditions such as eczema, psoriasis, or atopic dermatitis favours the development of the category

Dominican consumers demand broader symptomatic treatment options and faster results

Physical activity is increasing in line with current generational behaviours, also driving the demand for antifungal dermatological products

CATEGORY DATA

Table 24 - Sales of Dermatologicals by Category: Value 2020-2025

Table 25 - Sales of Dermatologicals by Category: % Value Growth 2020-2025

Table 26 - NBO Company Shares of Dermatologicals: % Value 2021-2025

Table 27 - LBN Brand Shares of Dermatologicals: % Value 2022-2025

Table 28 - Forecast Sales of Dermatologicals by Category: Value 2025-2030

Table 29 - Forecast Sales of Dermatologicals by Category: % Value Growth 2025-2030

Digestive Remedies in Dominican Republic

KEY DATA FINDINGS

2025 DEVELOPMENTS

Poor local eating habits support demand for digestive products

Ciruelax goes beyond its reactive use and appeals to a strategy of positioning preventive digestive health

E-commerce gains ground among Dominicans as an alternative to finding competitive prices, especially for long-term medical treatments

PROSPECTS AND OPPORTUNITIES

No significant dietary changes are expected among Dominicans in the short term, which will favour ongoing demand for digestive products

Innovations in digestive enzymes improve their assimilation technology and respond to more specific needs

Increasing interest in digestive dietary supplements could potentially slow the growth in sales of over-the-counter digestive medications

CATEGORY DATA

Table 30 - Sales of Digestive Remedies by Category: Value 2020-2025

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

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

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

Table 34 - Forecast Sales of Digestive Remedies by Category: Value 2025-2030

Table 35 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2025-2030

Wound Care in Dominican Republic

KEY DATA FINDINGS

2025 DEVELOPMENTS

Category supported by increased promotion of sports activities, particularly aimed at younger generations

Nexcare is betting on a microsegmentation strategy

Pharmacies lead in wound care distribution, relying on a broad portfolio that includes generic options

PROSPECTS AND OPPORTUNITIES

Changes in demographic composition favor sustained growth in wound care

Particular skin care needs are incorporated into wound care innovations

Sustainability trends are still lacking in wound care in the Dominican Republic

CATEGORY DATA

Table 36 - Sales of Wound Care by Category: Value 2020-2025

Table 37 - Sales of Wound Care by Category: % Value Growth 2020-2025

Table 38 - NBO Company Shares of Wound Care: % Value 2021-2025

Table 39 - LBN Brand Shares of Wound Care: % Value 2022-2025

Table 40 - Forecast Sales of Wound Care by Category: Value 2025-2030

Table 41 - Forecast Sales of Wound Care by Category: % Value Growth 2025-2030

Sports Nutrition in Dominican Republic

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sports nutrition continues to grow in demand in the Dominican market, driven by the expansion of its positioning

Leading brands aim to expand their packaging variety and highlight natural formulations

Sports nutrition grows in coverage with the support of pharmacy chains

PROSPECTS AND OPPORTUNITIES

Growing awareness of preventive health care is driving demand for sports nutrition

Innovations are expected to include claims of multifunctionality that will appeal to a mass market

Development opportunities in sports nutrition for formulations with plant-based compounds

CATEGORY DATA

Table 42 - Sales of Sports Nutrition by Category: Value 2020-2025

Table 43 - Sales of Sports Nutrition by Category: % Value Growth 2020-2025

Table 44 - NBO Company Shares of Sports Nutrition: % Value 2021-2025

Table 45 - LBN Brand Shares of Sports Nutrition: % Value 2022-2025

Table 46 - Forecast Sales of Sports Nutrition by Category: Value 2025-2030

Table 47 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2025-2030

Dietary Supplements in Dominican Republic

KEY DATA FINDINGS

2025 DEVELOPMENTS

Demand for dietary supplements is driven by the search for digestive and mental health benefits.

In dietary supplementation, the industry focuses on age targeting and relies on recommendations from health professionals to drive sales

The search for scientific validation in dietary supplements favours the positioning of the pharmacy channel

PROSPECTS AND OPPORTUNITIES

Growing preventive health focus among Dominicans and the positive macroeconomic context favour the penetration of dietary supplements

Nutritional supplements innovate with technologies that claim to improve their assimilation levels

The local government expands preventive health support programmes to include dietary supplements

CATEGORY DATA

Table 48 - Sales of Dietary Supplements by Category: Value 2020-2025

Table 49 - Sales of Dietary Supplements by Category: % Value Growth 2020-2025

Table 50 - Sales of Dietary Supplements by Positioning: % Value 2020-2025

Table 51 - NBO Company Shares of Dietary Supplements: % Value 2021-2025

Table 52 - LBN Brand Shares of Dietary Supplements: % Value 2022-2025

Table 53 - Forecast Sales of Dietary Supplements by Category: Value 2025-2030

Table 54 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2025-2030

Vitamins in Dominican Republic

KEY DATA FINDINGS

2025 DEVELOPMENTS

Vitamin consumption in the Dominican Republic is a habit that continues to be intensified by the search for more specific attributes

Bayer AG maintains its lead in vitamins, with an increasing brand segmentation strategy

The tendency of Dominican consumers to independently research specific vitamin attributes favours the expansion of the e-commerce channel

PROSPECTS AND OPPORTUNITIES

A favourable economic context for greater penetration of vitamins

Innovative vitamin assimilation technologies aim for rapid and effective results

Despite the growing association between vitamin consumption and potential health benefits, consumers still show deficiencies in vitamin intake

CATEGORY DATA

Table 55 - Sales of Vitamins by Category: Value 2020-2025

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

Table 57 - Sales of Multivitamins by Positioning: % Value 2020-2025

Table 58 - NBO Company Shares of Vitamins: % Value 2021-2025

Table 59 - LBN Brand Shares of Vitamins: % Value 2022-2025

Table 60 - Forecast Sales of Vitamins by Category: Value 2025-2030

Table 61 - Forecast Sales of Vitamins by Category: % Value Growth 2025-2030

Weight Management and Wellbeing in Dominican Republic

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stagnation in weight management products due to easy access to alternative prescription options

Abbott Laboratories Inc. strengthens its position in nutritional supplement drinks

Direct selling is still relevant in weight management and wellbeing, but is losing ground to the expansion of physical retailers in wellness products

PROSPECTS AND OPPORTUNITIES

Obesity is a problem that is expected to continue to have an impact, but weight management and wellness product companies are failing to capitalise on it

Weight management and wellbeing are more regularly integrated with the use of technological tools

The adoption of healthy lifestyle habits still has a long way to go in the Dominican Republic

CATEGORY DATA

Table 62 - Sales of Weight Management and Wellbeing by Category: Value 2020-2025

Table 63 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2020-2025

Table 64 - NBO Company Shares of Weight Management and Wellbeing: % Value 2021-2025

Table 65 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2022-2025

Table 66 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2025-2030

Table 67 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2025-2030

Herbal/Traditional Products in Dominican Republic

KEY DATA FINDINGS

2025 DEVELOPMENTS

Appreciation for herbal products stems from cultural tradition and is strengthened by the growing trend toward valuing natural ingredients

Herbalife remains a leader in herbal products, but faces growing challenges in connecting with new generations of Dominican consumers

Pharmacy chains are expanding their comprehensive health and wellness positioning with a growing portfolio of natural/herbal products

PROSPECTS AND OPPORTUNITIES

The perception of the health benefits of natural herbal formulations is expanding among new generations of Dominicans

Offering of botanical adaptogens in early stages of penetration in the Dominican market

Talks about the possible decriminalisation of cannabis and hemp are growing in the country

CATEGORY DATA

Table 68 - Sales of Herbal/Traditional Products: Value 2020-2025

Table 69 - Sales of Herbal/Traditional Products: % Value Growth 2020-2025

Table 70 - NBO Company Shares of Herbal/Traditional Products: % Value 2021-2025

Table 71 - LBN Brand Shares of Herbal/Traditional Products: % Value 2022-2025

Table 72 - Forecast Sales of Herbal/Traditional Products: Value 2025-2030

Table 73 - Forecast Sales of Herbal/Traditional Products: % Value Growth 2025-2030

Paediatric Consumer Health in Dominican Republic

KEY DATA FINDINGS

2025 DEVELOPMENTS

Changes in environmental climate conditions impact pediatric conditions in the Dominican Republic

In a highly competitive category, local brands are gaining ground with improved formulations

Parents prioritise the recommendations of healthcare professionals when choosing pediatric medications, thus strengthening their purchasing habits at pharmacies

PROSPECTS AND OPPORTUNITIES

Parents with greater preventive health behaviours and a favorable economic environment favour the growth of children's consumer health

Personalisation and packaging innovation aim to achieve a better connection with children

Legislative reforms aim to improve nutrition for children

CATEGORY DATA

Table 74 - Sales of Paediatric Consumer Health by Category: Value 2020-2025

Table 75 - Sales of Paediatric Consumer Health by Category: % Value Growth 2020-2025

Table 76 - Forecast Sales of Paediatric Consumer Health by Category: Value 2025-2030

Table 77 - 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-dominican-republic/report.