



Euromonitor  
International

# Consumer Health in Thailand

October 2025

Table of Contents

## Consumer Health in Thailand

### 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 Thailand

### KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Ageing population and focus on self-care fuelling growth in analgesics

Competition heats up with private label making gains

Pharmacies remain key to sales of analgesics but e-commerce making steady inroads

### PROSPECTS AND OPPORTUNITIES

Positive outlook backed by Thailand's ageing population and tourist demand

The digital market presents strong opportunities for sales and marketing

Health is the new wealth as consumers turn to herbal/traditional products

### 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 Thailand

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Environmental conditions fuelling demand for antihistamines/allergy remedies

Competition intensifies as players invest in new product development and rebranding

Health and beauty specialists dominate but convenience stores show promise

### PROSPECTS AND OPPORTUNITIES

Self-medication trend likely to boost sales

Manufacturers focus on offering fast and effective solutions to meet the needs of modern consumers

Legislation could help boost consumer confidence in the category

### 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 Thailand

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sales rise as environmental conditions impact skin health

GSK Consumer Healthcare leads but local player T Man Pharma makes inroads

Pharmacies remain key but e-commerce and convenience stores offer alternative options

### PROSPECTS AND OPPORTUNITIES

Skin health receiving growing attention as consumer awareness increases

Dermatologicals could face increasing competition from other areas of the market

Stricter regulation could be imposed on products with dermatological claims

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

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

Table 30 - Forecast Sales of Dermatologicals by Category: % Value Growth 2025-2030

## Digestive Remedies in Thailand

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Rising awareness of the importance of gut health driving sales of digestive remedies

Flying Rabbit and Gaviscon the standout performers in 2025  
Pharmacies dominate with trusted advice but convenience stores on the rise

## PROSPECTS AND OPPORTUNITIES

Positive outlook for digestive remedies supported by expanded distribution  
Natural remedies could provide competition and inspiration for manufacturers  
Proton pump inhibitors and antacids set to be the most dynamic categories

## CATEGORY DATA

Table 31 - Sales of Digestive Remedies by Category: Value 2020-2025  
Table 32 - Sales of Digestive Remedies by Category: % Value Growth 2020-2025  
Table 33 - NBO Company Shares of Digestive Remedies: % Value 2021-2025  
Table 34 - LBN Brand Shares of Digestive Remedies: % Value 2022-2025  
Table 35 - Forecast Sales of Digestive Remedies by Category: Value 2025-2030  
Table 36 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2025-2030

## Eye Care in Thailand

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Growth fuelled by an ageing population and the impact of digital lifestyles  
Domestic brands retain the lead but imported brands showing strong potential  
Pharmacies dominate thanks to professional advice but e-commerce makes gains

## PROSPECTS AND OPPORTUNITIES

Evolving trends set to favour eye sales as population ages and pollution levels rise  
New product development expected to focus on standard eye care  
Bright outlook for eye care but players may need to adopt new strategies to stand out in the market

## CATEGORY DATA

Table 37 - Sales of Eye Care by Category: Value 2020-2025  
Table 38 - Sales of Eye Care by Category: % Value Growth 2020-2025  
Table 39 - NBO Company Shares of Eye Care: % Value 2021-2025  
Table 40 - LBN Brand Shares of Eye Care: % Value 2022-2025  
Table 41 - Forecast Sales of Eye Care by Category: Value 2025-2030  
Table 42 - Forecast Sales of Eye Care by Category: % Value Growth 2025-2030

## NRT Smoking Cessation Aids in Thailand

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

High rate of smoking prevalence presents strong growth opportunities  
The market remains consolidated despite the growing competition from niche brands  
Pharmacies remain central to the path to quitting

## PROSPECTS AND OPPORTUNITIES

High smoking rates should sustain demand but category could face competition from Rx product  
Marketing and distribution will be key to growth  
New Anti-Tobacco Laws should provide a boost to sales

## CATEGORY INDICATORS

Table 43 - Number of Smokers by Gender 2020-2025

## CATEGORY DATA

Table 44 - Sales of NRT Smoking Cessation Aids by Category: Value 2020-2025

Table 45 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2020-2025

Table 46 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2021-2025

Table 47 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2022-2025

Table 48 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2025-2030

Table 49 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2025-2030

## Wound Care in Thailand

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Steady growth fuelled by demand for sticking plasters/adhesive bandages

Jack Chia Industries and 3M continue to dominate but smaller players are finding success

Different channels meet different needs

### PROSPECTS AND OPPORTUNITIES

Wound care set to benefit from consumers leading more active lives

New product development and more variety could be key to success

Demand could shift towards products with natural claims

## CATEGORY DATA

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

Table 51 - Sales of Wound Care by Category: % Value Growth 2020-2025

Table 52 - NBO Company Shares of Wound Care: % Value 2021-2025

Table 53 - LBN Brand Shares of Wound Care: % Value 2022-2025

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

Table 55 - Forecast Sales of Wound Care by Category: % Value Growth 2025-2030

## Sports Nutrition in Thailand

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

The audience for sports protein grows as consumers pursue healthier lifestyles

Local brands looking to make inroads but VitaXtrong and Optimum Nutrition remain on top

Health and beauty specialists and e-commerce remain key to growth

### PROSPECTS AND OPPORTUNITIES

Sales set to rise as the target audience expands and consumers pursue healthier lives

New product formulations and digital marketing set to be the focus of innovation

Stricter regulation could increase consumer confidence in sports nutrition

## CATEGORY DATA

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

Table 57 - Sales of Sports Nutrition by Category: % Value Growth 2020-2025

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

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

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

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

## Dietary Supplements in Thailand

### KEY DATA FINDINGS

## 2025 DEVELOPMENTS

Sales of dietary supplements benefiting from new product development and a focus on preventative health

Well-established companies Amway and Mega Lifesciences retain the lead

Pharmacies lead sales but e-commerce on the rise thanks to sales promotions

## PROSPECTS AND OPPORTUNITIES

Demographic and lifestyle factors expected to shape demand over the forecast period

New product development and digital sales and marketing key to growth

Consumers are expected to become more demanding with the FDA likely to tighten regulations

## CATEGORY DATA

Table 62 - Sales of Dietary Supplements by Category: Value 2020-2025

Table 63 - Sales of Dietary Supplements by Category: % Value Growth 2020-2025

Table 64 - Sales of Dietary Supplements by Positioning: % Value 2020-2025

Table 65 - NBO Company Shares of Dietary Supplements: % Value 2021-2025

Table 66 - LBN Brand Shares of Dietary Supplements: % Value 2022-2025

Table 67 - Forecast Sales of Dietary Supplements by Category: Value 2025-2030

Table 68 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2025-2030

## Vitamins in Thailand

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Vitamins thriving as consumers invest in their health

Amway remains on top with its popular business model

Distribution landscape evolving with new opportunities arising online and offline

#### PROSPECTS AND OPPORTUNITIES

Vitamins still has plenty of room to grow

New product development likely to be a key growth driver for vitamins

New legislation and a focus on mental wellbeing set to inform the market

#### CATEGORY DATA

Table 69 - Sales of Vitamins by Category: Value 2020-2025

Table 70 - Sales of Vitamins by Category: % Value Growth 2020-2025

Table 71 - Sales of Multivitamins by Positioning: % Value 2020-2025

Table 72 - NBO Company Shares of Vitamins: % Value 2021-2025

Table 73 - LBN Brand Shares of Vitamins: % Value 2022-2025

Table 74 - Forecast Sales of Vitamins by Category: Value 2025-2030

Table 75 - Forecast Sales of Vitamins by Category: % Value Growth 2025-2030

## Weight Management and Wellbeing in Thailand

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Rising obesity rates and an ageing population are key growth drivers in 2025

Amway leads but competition heats up with Thai Otsuka a standout success

Pharmacies and e-commerce challenging the previous stronghold of direct selling

#### PROSPECTS AND OPPORTUNITIES

Positive outlook for weight management and wellbeing

The digital market is set to play a growing role in educating and informing consumers

Thailand's FDA could look to tighten regulation

## CATEGORY DATA

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

Table 77 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2020-2025

Table 78 - NBO Company Shares of Weight Management and Wellbeing: % Value 2021-2025

Table 79 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2022-2025

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

Table 81 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2025-2030

## Herbal/Traditional Products in Thailand

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Herbal/traditional tonics remains a key sales driver

Competitive landscape benefits from new product development with Brand's leading the way

Pharmacies remain the key point of sale but convenience stores benefit from impulse purchases

### PROSPECTS AND OPPORTUNITIES

Bright outlook for the category as consumers look for natural solutions to modern problems

The digital market offers potential growth opportunities

Thailand's government expected to tighten its regulation on some ingredients

## CATEGORY DATA

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

Table 83 - Sales of Herbal/Traditional Products by Category: % Value Growth 2020-2025

Table 84 - NBO Company Shares of Herbal/Traditional Products: % Value 2021-2025

Table 85 - LBN Brand Shares of Herbal/Traditional Products: % Value 2022-2025

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

Table 87 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2025-2030

## Paediatric Consumer Health in Thailand

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Paediatric vitamins and dietary supplements the key growth driver

Players launch new products in response to growing market demand

Pharmacies leads sales but e-commerce is playing a growing role in the market

### PROSPECTS AND OPPORTUNITIES

Bright outlook for the category as the focus shifts to preventative health

Digital marketing set to be a key focus as players look to educate consumers

Regulation on digital marketing could be tightened over the forecast period

## CATEGORY DATA

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

Table 89 - Sales of Paediatric Consumer Health by Category: % Value Growth 2020-2025

Table 90 - NBO Company Shares of Paediatric Consumer Health: % Value 2021-2025

Table 91 - LBN Brand Shares of Paediatric Consumer Health: % Value 2022-2025

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

Table 93 - 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-thailand/report](http://www.euromonitor.com/consumer-health-in-thailand/report).