



Consumer Health in Switzerland

September 2025

Table of Contents

Consumer Health in Switzerland

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
Summary 1 - OTC: Switches 2024-2025

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 - Research Sources

Analgesics in Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Steady pace of growth as consumers self-medicate with analgesics to treat everyday ailments
Verfora AG takes the top spot with familiar local brands
Pharmacies is dominant channel for analgesics

PROSPECTS AND OPPORTUNITIES

Ageing population and modern lifestyles to maintain low growth rates
OTC switches offer some additional growth opportunities
Healthier lifestyles threaten to reduce demand in the upcoming years

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 Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sleep aids witness robust growth as sleep-related issues rise

Sidroga AG garners top position with familiar Valverde Schlaf brand

Drugstores gain share but pharmacies still dominate in sleep aids

PROSPECTS AND OPPORTUNITIES

More consumers will tackle sleep issues triggered by lifestyle factors

Saturated market creates fiercely competitive landscape

Consumers are increasingly aware of importance of sleep

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 Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong cold and flu season and higher incidence of allergies supports growth

Verfora AG holds a slim lead over Haleon Schweiz AG

Pharmacies and drugstores claim majority of sales

PROSPECTS AND OPPORTUNITIES

External factors will nurture future category development

Natural and local products are expected to be key drivers of growth

Self-care trend fuelled by a more educated population

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 Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Outdoor lifestyles and environmental change shapes demand patterns

Bayer (Schweiz) AG carves a strong position ahead of competitors
Regulations restrict sales to pharmacies and specific drugstores

PROSPECTS AND OPPORTUNITIES

Broad trends to drive use of dermatologicals
Technological breakthroughs could reduce reliance on OTC solutions
Multifunctional skin care products create competition for OTC dermatologicals

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 Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Swiss dietary preferences underscore need for digestive remedies
JNTL Consumer Health II holds a firm lead
Strict regulations push consumers towards pharmacy channel

PROSPECTS AND OPPORTUNITIES

Maturity will limit growth prospects
Industry focus leans towards preventative solutions
Limitations from healthier lifestyles and focus on digestive health

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 Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong growth of eye care reflects the needs of an ageing population, device use and higher incidence of allergies
Théa Pharma SA competes closely with Verfora AG
Strict regulations give pharmacies the upper hand

PROSPECTS AND OPPORTUNITIES

Solid opportunities for growth in the upcoming years
Technological advancements will raise quality standards and personalisation
Consumers to place higher priority on managing 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

NRT Smoking Cessation Aids in Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

NRT smoking cessation aids face strong competition

Concentrated landscape led by JNTL Consumer Health II (Switzerland)

Pharmacies are primary distribution channel

PROSPECTS AND OPPORTUNITIES

Anti-smoking culture to support future growth

Low levels of innovation are anticipated

Healthier lifestyles are adopted by consumers

CATEGORY INDICATORS

Table 49 - Number of Smokers by Gender 2020-2025

CATEGORY DATA

Table 50 - Sales of NRT Smoking Cessation Aids by Category: Value 2020-2025

Table 51 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2020-2025

Table 52 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2021-2025

Table 53 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2022-2025

Table 54 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2025-2030

Table 55 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2025-2030

Wound Care in Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising levels of activity and ageing population drive need for wound care

IVF Hartmann maintains lead with familiar Dermaplast brand

Pharmacies claim the lion's share of wound care sales

PROSPECTS AND OPPORTUNITIES

Wound care to maintain steady pace of growth

Innovations to centre on personalised designs and aesthetic appeal

Swiss consumers are largely self-reliant when it comes to wound care

CATEGORY DATA

Table 56 - Sales of Wound Care by Category: Value 2020-2025

Table 57 - Sales of Wound Care by Category: % Value Growth 2020-2025

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

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

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

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

Sports Nutrition in Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Mainstream consumption of sports nutrition fuels category growth
Sponser Sport Food AG cedes further ground to Active Nutrition
Retail e-commerce and drugstores are key channels

PROSPECTS AND OPPORTUNITIES

Snacking products and wider distribution to aid growth
Innovative technologies open the gateway for personalised sports nutrition
Wide spectrum of health and fitness information online will fuel demand

CATEGORY DATA

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

Dietary Supplements in Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Bright performance is driven by proactive health efforts and wider knowledge
Antistress AG bolsters its position in dietary supplements
Pharmacies strengthen position as retail e-commerce gains ground

PROSPECTS AND OPPORTUNITIES

Steady growth fuelled by health-conscious population
Ageing and stress-related issues to fuel product development
Growing competition from alternative beauty products and fortified foods

CATEGORY DATA

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

Vitamins in Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Vitamins benefit from growing commitment to health and wellness
Antistress AG leads in the vitamins category
Wider number of distribution channels can sell vitamins in contrast to other categories

PROSPECTS AND OPPORTUNITIES

Greater knowledge through self-care will drive uptake of vitamins
New formats and combinations to fuel new product development

Health and wellbeing focus provides opportunities and limitations

CATEGORY DATA

Table 75 - Sales of Vitamins by Category: Value 2020-2025

Table 76 - Sales of Vitamins by Category: % Value Growth 2020-2025

Table 77 - Sales of Multivitamins by Positioning: % Value 2020-2025

Table 78 - NBO Company Shares of Vitamins: % Value 2021-2025

Table 79 - LBN Brand Shares of Vitamins: % Value 2022-2025

Table 80 - Forecast Sales of Vitamins by Category: Value 2025-2030

Table 81 - Forecast Sales of Vitamins by Category: % Value Growth 2025-2030

Weight Management and Wellbeing in Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand for weight management and wellbeing products

Biomed AG strengthens its leading position

Fewer legislative restrictions supports a range of distribution channels

PROSPECTS AND OPPORTUNITIES

Strong demand as weight problems will continue to rise

Product innovation to focus on format and flavours

Health awareness campaigns provide support to growth

CATEGORY DATA

Table 82 - Sales of Weight Management and Wellbeing by Category: Value 2020-2025

Table 83 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2020-2025

Table 84 - NBO Company Shares of Weight Management and Wellbeing: % Value 2021-2025

Table 85 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2022-2025

Table 86 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2025-2030

Table 87 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2025-2030

Herbal/Traditional Products in Switzerland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Tonics support growth of popular herbal remedies

Key players in herbal/traditional cough & cold remedies lead the competitive landscape

Pharmacy lead distribution due to legal regulations

PROSPECTS AND OPPORTUNITIES

Strong demand for naturalness will prevail

Innovations will look at improving absorption and efficacy whilst reducing side effects

Functional food and beverage developments will increase competition

CATEGORY DATA

Table 88 - Sales of Herbal/Traditional Products by Category: Value 2020-2025

Table 89 - Sales of Herbal/Traditional Products by Category: % Value Growth 2020-2025

Table 90 - NBO Company Shares of Herbal/Traditional Products: % Value 2021-2025

Table 91 - LBN Brand Shares of Herbal/Traditional Products: % Value 2022-2025

Table 92 - Forecast Sales of Herbal/Traditional Products by Category: Value 2025-2030

Table 93 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2025-2030

KEY DATA FINDINGS

2025 DEVELOPMENTS

Lower demand for paediatric consumer health

Swiss player Galderma Schweiz AG bolsters its strong lead

Legislative barriers give pharmacies the upper hand

PROSPECTS AND OPPORTUNITIES

Modest outlook as demand rises for preventative and therapeutic solutions

Rising interest in natural and herbal/traditional solutions

Proactive lifestyles changes could hamper future demand

CATEGORY DATA

Table 94 - Sales of Paediatric Consumer Health by Category: Value 2020-2025

Table 95 - Sales of Paediatric Consumer Health by Category: % Value Growth 2020-2025

Table 96 - NBO Company Shares of Paediatric Consumer Health: % Value 2021-2025

Table 97 - LBN Brand Shares of Paediatric Consumer Health: % Value 2022-2025

Table 98 - Forecast Sales of Paediatric Consumer Health by Category: Value 2025-2030

Table 99 - 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-switzerland/report.