



**Euromonitor  
International**

# Consumer Health in Switzerland

October 2024

Table of Contents

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

MARKET INDICATORS

Table 1 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024  
Table 2 - Life Expectancy at Birth 2019-2024

MARKET DATA

Table 3 - Sales of Consumer Health by Category: Value 2019-2024  
Table 4 - Sales of Consumer Health by Category: % Value Growth 2019-2024  
Table 5 - NBO Company Shares of Consumer Health: % Value 2020-2024  
Table 6 - LBN Brand Shares of Consumer Health: % Value 2021-2024  
Table 7 - Penetration of Private Label in Consumer Health by Category: % Value 2019-2024  
Table 8 - Distribution of Consumer Health by Format: % Value 2019-2024  
Table 9 - Distribution of Consumer Health by Format and Category: % Value 2024  
Table 10 - Forecast Sales of Consumer Health by Category: Value 2024-2029  
Table 11 - Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

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 Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Adult acetaminophen drives continued growth  
Ageing population boosts sales of topical preparations  
Dafalgan maintains its lead

PROSPECTS AND OPPORTUNITIES

Continued growth expected, although rising healthcare costs could limit consumer spending on analgesics  
AI has potential to revolutionise consumer health landscape  
Dafalgan expected to maintain its lead in analgesics

CATEGORY DATA

Table 12 - Sales of Analgesics by Category: Value 2019-2024  
Table 13 - Sales of Analgesics by Category: % Value Growth 2019-2024  
Table 14 - NBO Company Shares of Analgesics: % Value 2020-2024

Table 15 - LBN Brand Shares of Analgesics: % Value 2021-2024

Table 16 - Forecast Sales of Analgesics by Category: Value 2024-2029

Table 17 - Forecast Sales of Analgesics by Category: % Value Growth 2024-2029

Sleep Aids in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Lifestyle factors drive growth in sleep aids
- Natural alternatives to support sleep are on the increase
- Swiss consumers favour familiar brands, with pharmacies being primary retail channel

PROSPECTS AND OPPORTUNITIES

- High stress levels will continue to contribute to sleep disturbances
- Sustained focus on natural products
- Technological advancements will help consumers to improve their sleep experience

CATEGORY DATA

Table 18 - Sales of Sleep Aids: Value 2019-2024

Table 19 - Sales of Sleep Aids: % Value Growth 2019-2024

Table 20 - NBO Company Shares of Sleep Aids: % Value 2020-2024

Table 21 - LBN Brand Shares of Sleep Aids: % Value 2021-2024

Table 22 - Forecast Sales of Sleep Aids: Value 2024-2029

Table 23 - Forecast Sales of Sleep Aids: % Value Growth 2024-2029

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

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Return to normal pre-pandemic lifestyles supports continued growth
- Medicated confectionery benefits from wide distribution
- Multinationals retain strong presence

PROSPECTS AND OPPORTUNITIES

- Maturity limits scope for increased consumption
- Climate change could impact number of allergy sufferers
- E-commerce and private labels will facilitate sales development

CATEGORY DATA

Table 24 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2019-2024

Table 25 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2019-2024

Table 26 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2024

Table 27 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2024

Table 28 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2024-2029

Table 29 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2024-2029

Dermatologicals in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Continued growth in 2024
- Strong presence of international brands

Integration of AI into e-commerce platforms has scope to revolutionise retail landscape

PROSPECTS AND OPPORTUNITIES

Ageing population will drive demand, although introduction of more advanced products could lead to higher prices  
Trend towards natural products and dermocosmetics could impact future developments in dermatologicals  
Multinationals will continue to dominate sales

CATEGORY DATA

- Table 30 - Sales of Dermatologicals by Category: Value 2019-2024
- Table 31 - Sales of Dermatologicals by Category: % Value Growth 2019-2024
- Table 32 - NBO Company Shares of Dermatologicals: % Value 2020-2024
- Table 33 - LBN Brand Shares of Dermatologicals: % Value 2021-2024
- Table 34 - LBN Brand Shares of Hair Loss Treatments: % Value 2021-2024
- Table 35 - Forecast Sales of Dermatologicals by Category: Value 2024-2029
- Table 36 - Forecast Sales of Dermatologicals by Category: % Value Growth 2024-2029

Digestive Remedies in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Positive growth, as consumers reconnect with their busy, pre-pandemic lifestyles  
Imodium leads fragmented category  
Pharmacies dominate distribution, due to strong consumer preference for expert guidance

PROSPECTS AND OPPORTUNITIES

Maturity and growing emphasis on gut health will reduce demand for digestive remedies  
Herbal/traditional digestive remedies offer increase competition  
E-commerce has growth potential

CATEGORY DATA

- Table 37 - Sales of Digestive Remedies by Category: Value 2019-2024
- Table 38 - Sales of Digestive Remedies by Category: % Value Growth 2019-2024
- Table 39 - NBO Company Shares of Digestive Remedies: % Value 2020-2024
- Table 40 - LBN Brand Shares of Digestive Remedies: % Value 2021-2024
- Table 41 - Forecast Sales of Digestive Remedies by Category: Value 2024-2029
- Table 42 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2024-2029

Eye Care in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Standard eye care is key driver of growth  
Market becomes increasingly consolidated  
Consumers value professional advice when shopping for eye care products

PROSPECTS AND OPPORTUNITIES

Steady growth in eye care, driven by digital strain, ageing population, and high incidence of allergies  
Convenient formats of vitamins and dietary supplements could present challenges to growth  
A1-powered diagnostics could enhance identification of eye conditions

CATEGORY DATA

- Table 43 - Sales of Eye Care by Category: Value 2019-2024
- Table 44 - Sales of Eye Care by Category: % Value Growth 2019-2024

Table 45 - NBO Company Shares of Eye Care: % Value 2020-2024

Table 46 - LBN Brand Shares of Eye Care: % Value 2021-2024

Table 47 - Forecast Sales of Eye Care by Category: Value 2024-2029

Table 48 - Forecast Sales of Eye Care by Category: % Value Growth 2024-2029

NRT Smoking Cessation Aids in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sluggish progress in smoking cessation in 2024
- NRT gum remains preferred choice
- Pharmacies continue to dominate sales

PROSPECTS AND OPPORTUNITIES

- Diversification may be key to boosting demand in sluggish market
- Implementation of Tobacco Products Act could have impact on sales
- Growing trend towards self-medication

CATEGORY INDICATORS

Table 49 - Number of Smokers by Gender 2019-2024

CATEGORY DATA

Table 50 - Sales of NRT Smoking Cessation Aids by Category: Value 2019-2024

Table 51 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2019-2024

Table 52 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2020-2024

Table 53 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2021-2024

Table 54 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2024-2029

Table 55 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2024-2029

Wound Care in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Positive growth for wound care in 2024
- IVF Hartmann continues to lead consolidated market
- Pharmacies remain preferred sales channel

PROSPECTS AND OPPORTUNITIES

- Wound care products will continue to see growth in demand
- Innovation will continue apace
- Eco-friendly wound care solutions could gain traction

CATEGORY DATA

Table 56 - Sales of Wound Care by Category: Value 2019-2024

Table 57 - Sales of Wound Care by Category: % Value Growth 2019-2024

Table 58 - NBO Company Shares of Wound Care: % Value 2020-2024

Table 59 - LBN Brand Shares of Wound Care: % Value 2021-2024

Table 60 - Forecast Sales of Wound Care by Category: Value 2024-2029

Table 61 - Forecast Sales of Wound Care by Category: % Value Growth 2024-2029

Sports Nutrition in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Exceptional growth for sports nutrition, as products broaden their appeal  
E-commerce shows continued dynamism  
Sponsor encounters increased competition in the form of PowerBar

PROSPECTS AND OPPORTUNITIES

Strong growth prospects for sports nutrition  
Advancements in AI will personalise sports nutrition  
Social media marketing will play significant role

CATEGORY DATA

- Table 62 - Sales of Sports Nutrition by Category: Value 2019-2024
- Table 63 - Sales of Sports Nutrition by Category: % Value Growth 2019-2024
- Table 64 - NBO Company Shares of Sports Nutrition: % Value 2020-2024
- Table 65 - LBN Brand Shares of Sports Nutrition: % Value 2021-2024
- Table 66 - Forecast Sales of Sports Nutrition by Category: Value 2024-2029
- Table 67 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2024-2029

Dietary Supplements in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Dietary supplements are increasingly seen as valuable preventative measures  
Burgerstein maintains its lead  
Store-based retailers retain their importance

PROSPECTS AND OPPORTUNITIES

Dietary supplements will become increasingly personalised  
Women's health supplements will see positive growth trajectory  
Growing demand for natural dietary supplements

CATEGORY DATA

- Table 68 - Sales of Dietary Supplements by Category: Value 2019-2024
- Table 69 - Sales of Dietary Supplements by Category: % Value Growth 2019-2024
- Table 70 - Sales of Dietary Supplements by Positioning: % Value 2019-2024
- Table 71 - NBO Company Shares of Dietary Supplements: % Value 2020-2024
- Table 72 - LBN Brand Shares of Dietary Supplements: % Value 2021-2024
- Table 73 - Forecast Sales of Dietary Supplements by Category: Value 2024-2029
- Table 74 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2024-2029

Vitamins in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Demand for vitamins remains strong  
Innovative formats transform vitamin consumption into fun experience  
Swiss consumers still prefer to shop offline

PROSPECTS AND OPPORTUNITIES

Continued growth, despite signs of saturation  
Vitamins will become more personalised  
Demand for more sustainable solutions

CATEGORY DATA

- Table 75 - Sales of Vitamins by Category: Value 2019-2024
- Table 76 - Sales of Vitamins by Category: % Value Growth 2019-2024
- Table 77 - Sales of Multivitamins by Positioning: % Value 2019-2024
- Table 78 - NBO Company Shares of Vitamins: % Value 2020-2024
- Table 79 - LBN Brand Shares of Vitamins: % Value 2021-2024
- Table 80 - Forecast Sales of Vitamins by Category: Value 2024-2029
- Table 81 - Forecast Sales of Vitamins by Category: % Value Growth 2024-2029

Weight Management and Wellbeing in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Positive performance expected in 2024
- Shifting consumer habits and breakthroughs in weight loss injections could transform the market
- Pharmacies continue as preferred sales channel

PROSPECTS AND OPPORTUNITIES

- Continued growth expected, supported by rising obesity rates
- Personalisation will be a key trend
- Natural alternatives to gain popularity

CATEGORY DATA

- Table 82 - Sales of Weight Management and Wellbeing by Category: Value 2019-2024
- Table 83 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2019-2024
- Table 84 - NBO Company Shares of Weight Management and Wellbeing: % Value 2020-2024
- Table 85 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2021-2024
- Table 86 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2024-2029
- Table 87 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2024-2029

Herbal/Traditional Products in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

- Continued growth in 2024
- Parents favour more natural solutions for their children
- Procter & Gamble leads the market with popular Vicks brand

PROSPECTS AND OPPORTUNITIES

- Continued growth for herbal/traditional products
- Herbal/traditional topical analgesics to grow from a small base
- Online sales and influencer marketing will gain traction

CATEGORY DATA

- Table 88 - Sales of Herbal/Traditional Products by Category: Value 2019-2024
- Table 89 - Sales of Herbal/Traditional Products by Category: % Value Growth 2019-2024
- Table 90 - NBO Company Shares of Herbal/Traditional Products: % Value 2020-2024
- Table 91 - LBN Brand Shares of Herbal/Traditional Products: % Value 2021-2024
- Table 92 - Forecast Sales of Herbal/Traditional Products by Category: Value 2024-2029
- Table 93 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2024-2029

Paediatric Consumer Health in Switzerland

KEY DATA FINDINGS

2024 DEVELOPMENTS

Flat performance in 2024  
Paediatric vitamins and dietary supplements represents key growth driver  
Galderma remains the leading player in paediatric consumer health

PROSPECTS AND OPPORTUNITIES

Lacklustre performance for paediatric consumer health in Switzerland  
Fun formats will add interest to vitamins and dietary supplements  
Online channel offers scope for personalisation

CATEGORY DATA

- Table 94 - Sales of Paediatric Consumer Health by Category: Value 2019-2024
- Table 95 - Sales of Paediatric Consumer Health by Category: % Value Growth 2019-2024
- Table 96 - NBO Company Shares of Paediatric Consumer Health: % Value 2020-2024
- Table 97 - LBN Brand Shares of Paediatric Consumer Health: % Value 2021-2024
- Table 98 - Forecast Sales of Paediatric Consumer Health by Category: Value 2024-2029
- Table 99 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2024-2029

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](http://www.euromonitor.com/consumer-health-in-switzerland/report).