



Consumer Health in India

January 2026

Table of Contents

Consumer Health in India

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 India

KEY DATA FINDINGS

2025 DEVELOPMENTS

Analgesics achieve high single digit growth as everyday solution for pain relief

Competition intensifies as development focuses on hybrid formulations and specific types of pain

Availability across e-pharmacy and quick commerce platforms drives growth

PROSPECTS AND OPPORTUNITIES

Urban performance-driven lifestyles will drive analgesics demand in the forecast period

Convenient formats to drive higher analgesics usage in India

Pain management is forecast to evolve from reactive relief to proactive, lifestyle-based prevention

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 India

KEY DATA FINDINGS

2025 DEVELOPMENTS

Unseasonal rains and weather volatility prolongs demand for some cough, cold and allergy remedies

Competition intensifies through occasion and intensity segmentation

Distribution is shaped by format specialisation and time-of-day

PROSPECTS AND OPPORTUNITIES

Urbanisation and air quality challenges will sustain demand for cough, cold and allergy (hay fever) remedies

Safety and regulation will drive reformulation, transparency, and market leadership in the cough syrup category

Lower GST on pharmaceutical products to expand access and shift price sensitivity

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 India

KEY DATA FINDINGS

2025 DEVELOPMENTS

Topical germicides/antiseptics witness strong growth

Large players benefit from scale and mass-media investment

Distribution in 2025 reflects trust-led replenishment rather than discovery

PROSPECTS AND OPPORTUNITIES

Antifungal treatments will see sustained demand led by climate and lifestyle factors

Nappy rash and sensitive-skin products will benefit from adoption of premium infant care

GST rationalisation is forecast to lower entry barriers and expand regular usage

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 India

KEY DATA FINDINGS

2025 DEVELOPMENTS

Growth is led by indigestion and heartburn remedies

Competition is defined by usage ownership, not just brand leadership

Digestive remedies distribution shifts from availability to immediacy

PROSPECTS AND OPPORTUNITIES

Affordable pricing and micro-packaging will define mass-market appeal

Growing preference for home remedies and dietary correction may limit OTC uptake

Digestive remedies will increasingly be linked to stress and lifestyle disorders

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 India](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Strong value decline due to narrower OTC portfolios

Competitive landscape is shaped by prescription migration and fragmentation

Distribution is influenced by risk perception and controlled access

PROSPECTS AND OPPORTUNITIES

Dry eye management will transition from episodic relief to routine daily prevention

Preventive eye care will gain ground among younger consumers

Persistent air quality issues will sustain demand for broad-relief eye care solutions

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 India](#)

KEY DATA FINDINGS

2025 DEVELOPMENTS

Health-driven behavioural shifts drive stronger uptake of NRT in urban India

Competition expands beyond the incumbents as sustainability favours large pharma players

Pharmacies continue to anchor NRT sales, while retail e-commerce expands discovery

PROSPECTS AND OPPORTUNITIES

Urban lifestyle constraints are forecast to shift NRT from pure cessation to everyday smoking management

Tax increases on cigarettes in 2025 is expected to reinforce demand momentum for NRT products

Rising focus on respiratory and fitness outcomes to reframe the value of NRT

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 India

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Wound care posts robust growth driven by everyday usage
- Competition rises from one-size bandages through to purpose-built solutions
- Pharmacy channel meets immediate needs while e-commerce enables stocking and bundling

PROSPECTS AND OPPORTUNITIES

- Child-centric usage to drive higher household penetration of wound care
- Rising skin sensitivity drives preferences toward gentle wound care solutions
- Digital health awareness will raise self-care standards in wound management

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 India

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Sports nutrition in India is rapidly expanding led by mainstream protein adoption and convenient on-the-go formats
- India's sports nutrition landscape is shaped by leading players and dynamic "clean-label" challenger brands
- Retail e-commerce has become the primary growth engine for sports nutrition sales

PROSPECTS AND OPPORTUNITIES

- Brands are set to boost consumer confidence through conscious initiatives
- Innovation beyond whey and functional formats will accelerate future growth
- Reduction in Good and Services Tax (GST) to accelerate growth 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 India

KEY DATA FINDINGS

2025 DEVELOPMENTS

Dietary supplements approach near double-digit value growth
Traditional players lead while direct-to-consumer brands reshape engagement
Direct selling dominates while e-commerce gains ground in India

PROSPECTS AND OPPORTUNITIES

Trust, transparency, and influencer-led education will drive future growth
Innovations in formats and formulations is set to pull younger consumers into dietary supplements
Beauty supplements are expected to blur the boundary between beauty and wellness

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 India

KEY DATA FINDINGS

2025 DEVELOPMENTS

Robust performance for the vitamins category
Established brands lead while D2C players expand awareness and reach
Retail strategies reflect habitual shopping patterns

PROSPECTS AND OPPORTUNITIES

Diagnostics and testing are set to reshape vitamin consumption
Absorption-led formulation will become more important than dosage strength
Plant-based vitamins will gain traction as “clean label” expectations rise

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 India

KEY DATA FINDINGS

2025 DEVELOPMENTS

Weight management and wellbeing in India moves from intent to action
Competition intensifies as brands leverage ingredient transparency and functional claims to gain consumer trust
Direct selling dominates as online platforms emerge

PROSPECTS AND OPPORTUNITIES

Supplement nutrition drinks to face scrutiny in a protein-first wellness market
Metabolic efficiency to become the core weight management narrative

Stress and sleep support are forecast to enter weight management routines

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 India

KEY DATA FINDINGS

2025 DEVELOPMENTS

Household reliance keeps herbal/traditional products on steady growth path

Scale and specificity shape competitive dynamics

From point-of-need to point-of-discovery, distribution is quietly reshaping herbal purchases

PROSPECTS AND OPPORTUNITIES

Cultural familiarity and trust will sustain demand

Seasonality will continue to shape demand peaks and portfolio planning

GST rationalisation will act as a structural growth enabler for herbal products

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 India

KEY DATA FINDINGS

2025 DEVELOPMENTS

Everyday care defines growth of paediatric consumer health

Incumbents enjoy scale as new entrants re-write category boundaries

Pharmacies anchor trust while digital ecosystems expand reach

PROSPECTS AND OPPORTUNITIES

Rising household income to expand the potential base for paediatric consumer health

Format innovation to drive higher acceptance and consistent usage in paediatric consumer health

Rising scrutiny around sugar content and overconsumption risks may temper growth

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-india/report.