



Consumer Health in Ghana

September 2025

Table of Contents

Consumer Health in Ghana

EXECUTIVE SUMMARY

Consumer health in 2025: The big picture

Key trends in 2025

Rise in self-care and preventive health

Digital health integration gains momentum

Herbal/traditional remedies growing in popularity

Deepening regulatory oversight

Elevated inflation boosts demand for generic medications, herbal options and cheaper local brands

Rising incidence of infectious diseases drives OTC markets

Competitive landscape

Channel developments

What next for consumer health?

Deepening wellness and fitness culture among young, urban consumers

Increased focus on maternal and children's health

E-commerce to grow in importance

International co-operation could speed up approval of new medicines

MARKET DATA

Table 1 - Sales of Consumer Health by Category: Value 2020-2025

Table 2 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 3 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 4 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 5 - Penetration of Private Label by Category: % Value 2020-2025

Table 6 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 7 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 8 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 9 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

DISCLAIMER

ANALGESICS

Key Data Findings

2025 Developments

Partnerships between local firms and international companies bolster the market

Analgesic abuse a significant public health issue

A relatively fragmented market

Prospects and Opportunities

Increasingly sedentary lifestyles will boost demand

Government support will continue to boost local production

Increase in mobile phone adoption will boost e-commerce

Category Data

Table 10 - Sales of Analgesics by Category: Value 2020-2025

Table 11 - Sales of Analgesics by Category: % Value Growth 2020-2025

Table 12 - NBO Company Shares of Analgesics: % Value 2021-2025

Table 13 - LBN Brand Shares of Analgesics: % Value 2022-2025

Table 14 - Forecast Sales of Analgesics by Category: Value 2025-2030

Table 15 - Forecast Sales of Analgesics by Category: % Value Growth 2025-2030

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES

Key Data Findings

2025 Developments

Seasonal illness patterns drive demand for cold and cough remedies

Herbal and natural remedies growing in popularity

Online pharmacies grow in importance

Prospects and Opportunities

Economic instability may boost demand for generic and herbal offerings

Demand for mild pediatric remedies on the rise

Demand for Remedies with Natural ingredients

Category Data

Table 16 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2020-2025

Table 17 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2020-2025

Table 18 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2025

Table 19 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2022-2025

Table 20 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2025-2030

Table 21 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2025-2030

DIGESTIVE REMEDIES

Key Data Findings

2025 Developments

Changing dietary habits boost sales of digestive remedies

COVID-19 has raised awareness of gastrointestinal health

Pharmacies dominate distribution

Prospects and Opportunities

Rising obesity rates will boost demand

Biodegradable packaging will grow in popularity

Automation of drug manufacturing will improve efficiency

Category Data

Table 22 - Sales of Digestive Remedies by Category: Value 2020-2025

Table 23 - Sales of Digestive Remedies by Category: % Value Growth 2020-2025

Table 24 - NBO Company Shares of Digestive Remedies: % Value 2021-2025

Table 25 - LBN Brand Shares of Digestive Remedies: % Value 2022-2025

Table 26 - Forecast Sales of Digestive Remedies by Category: Value 2025-2030

Table 27 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2025-2030

DERMATOLOGICALS

Key Data Findings

2025 Developments

Urbanisation and rising incidence of skin conditions boosting demand

Local brands used to treat conditions like eczema and fungal infections

Pharmacies dominate distribution, but grocery retailers are gaining ground

Prospects and Opportunities

Increased consumer education will boost demand

Unmet demand in rural and peri-urban areas

Growing demand for locally manufactured products

Category Data

Table 28 - Sales of Dermatologicals by Category: Value 2020-2025

Table 29 - Sales of Dermatologicals by Category: % Value Growth 2020-2025

Table 30 - NBO Company Shares of Dermatologicals: % Value 2021-2025

Table 31 - LBN Brand Shares of Dermatologicals: % Value 2022-2025

Table 32 - Forecast Sales of Dermatologicals by Category: Value 2025-2030

Table 33 - Forecast Sales of Dermatologicals by Category: % Value Growth 2025-2030

WOUND CARE

Key Data Findings

2025 Developments

Road accidents, industrial injuries, and domestic wounds remain significant drivers of demand

Affordability remains a key consideration

Community pharmacies remain the main distribution channel

Prospects and Opportunities

Increased knowledge of wound care practices will boost demand

Rural health campaigns and NGO programmes represent a growth opportunity

Category Data

Table 34 - Sales of Wound Care by Category: Value 2020-2025

Table 35 - Sales of Wound Care by Category: % Value Growth 2020-2025

Table 36 - NBO Company Shares of Wound Care: % Value 2021-2025

Table 37 - LBN Brand Shares of Wound Care: % Value 2022-2025

Table 38 - Forecast Sales of Wound Care by Category: Value 2025-2030

Table 39 - Forecast Sales of Wound Care by Category: % Value Growth 2025-2030

VITAMINS AND DIETARY SUPPLEMENTS

Key Data Findings

2025 Developments

COVID-19 boosts demand for vitamins and dietary supplements

Double-digit inflation leads to more intense price competition

Pharmacies continue to dominate distribution

Prospects and Opportunities

Urbanisation and rapid population growth bode well for demand

Popularity of herbal remedies creates potential for innovation in dietary supplements

Government will continue to encourage local production

Category Data

Table 40 - Sales of Vitamins and Dietary Supplements by Category: Value 2020-2025

Table 41 - Sales of Vitamins and Dietary Supplements by Category: % Value Growth 2020-2025

Table 42 - NBO Company Shares of Vitamins and Dietary Supplements: % Value 2021-2025

Table 43 - LBN Brand Shares of Vitamins and Dietary Supplements: % Value 2022-2025

Table 44 - Forecast Sales of Vitamins and Dietary Supplements by Category: Value 2025-2030

Table 45 - Forecast Sales of Vitamins and Dietary Supplements by Category: % Value Growth 2025-2030

WEIGHT MANAGEMENT AND WELLBEING

Key Data Findings

2025 Developments

Social media underpins robust demand growth

Consumer awareness of weight management products on the rise

Direct selling a key distribution channel

Prospects and Opportunities

Rising obesity will fuel demand growth for weight management

Locally manufactured meal replacement to emerge

Category Data

Table 46 - Sales of Weight Management and Wellbeing by Category: Value 2020-2025

Table 47 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2020-2025

Table 48 - NBO Company Shares of Weight Management and Wellbeing: % Value 2021-2025

Table 49 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2022-2025

Table 50 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2025-2030

Table 51 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2025-2030

SPORTS NUTRITION

Key Data Findings

2025 Developments

Energy drinks perceived as a more affordable alternative to sports nutrition

Local brands are emerging

Pharmacies remain the key distribution channel

Prospects and Opportunities

Sports nutrition will remain a niche

Awareness of sports nutrition will remain low outside of urban areas

Category Data

Table 52 - Sales of Sports Nutrition by Category: Value 2020-2025

Table 53 - Sales of Sports Nutrition by Category: % Value Growth 2020-2025

Table 54 - NBO Company Shares of Sports Nutrition: % Value 2021-2025

Table 55 - LBN Brand Shares of Sports Nutrition: % Value 2022-2025

Table 56 - Forecast Sales of Sports Nutrition by Category: Value 2025-2030

Table 57 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2025-2030

HERBAL/TRADITIONAL PRODUCTS

Key Data Findings

2025 Developments

Herbal/traditional products deeply embedded in local culture

Open markets the main distribution channel

Herbal Medicine Association formed to raise standards

Prospects and Opportunities

Greater regulation will further boost consumer confidence in herbal/natural products

Packaging will continue to be upgraded

Category Data

Table 58 - Sales of Herbal/Traditional Products: Value 2020-2025

Table 59 - Sales of Herbal/Traditional Products: % Value Growth 2020-2025

Table 60 - Forecast Sales of Herbal/Traditional Products: Value 2025-2030

Table 61 - Forecast Sales of Herbal/Traditional Products: % Value Growth 2025-2030

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