

Consumer Health in Lebanon

September 2025

Table of Contents

Consumer Health in Lebanon

EXECUTIVE SUMMARY

Consumer health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for consumer health?

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

Analgesics remains the largest and most essential of all OTC categories in Lebanon

GSK Consumer Healthcare remains the leading player due to the strong performance of its Panadol brand

Pharmacies dominates the distribution of analgesics

Prospects and Opportunities

Positive outlook for analgesics in Lebanon

Ongoing instances of pain sustains demand for analgesics and makes the category ripe for innovation

Innovation targets unmet needs such as reducing addiction to achieve better health and wellness aims

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

Growth continues to be driven by increasing self-medication and growing incidence of allergies

GSK Consumer Healthcare holds the lead in cough, cold and allergy (hay fever) remedies

Pharmacies largely dominate distribution channels due to local regulations

Prospects and Opportunities

Self-medication and increasing consumer awareness sustains sales of the category products

Genomic data provides precious information on new product development

The future of sustainable pharmaceutical manufacturing is promising

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

Poor quality and unhealthy food continue to drive digestive remedies sales growth

Reckitt Benckiser leads due to the strong position of its Gaviscon brand of antacids.

Pharmacies remains the dominating distribution channel for digestive remedies in Lebanon

Prospects and Opportunities

Lebanese consumers continue to face a wide range of digestive complaints, driving growth of digestive remedies

Herbal-based product innovations seen in digestive remedies over the forecast period

Trends in ingredient innovations to support digestive health

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

Johnson & Johnson Middle East FZ-LLC retains top spot

Pharmacies remains the dominating distribution channel for dermatologicals in Lebanon

Prospects and Opportunities

Categories perceived as the most essential continue to drive category growth over the forecast period

Innovative treatments in dermatologicals involve new approaches

More natural dermatologicals favoured over the forecast period

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

Positive performance of wound care in Lebanon

Beiersdorf AG leads the category amid a highly fragmented competitive landscape

Most sales of wound care are carried out through pharmacies

Prospects and Opportunities

Demand for wound care increases over the forecast period

Growing interest in hydrofibre technology

Increasing wound healing rate reduces the environmental burden

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

Rising health awareness drives demand for vitamins and dietary supplements

GSK Consumer Healthcare leads in this highly fragmented category

Pharmacies remains the dominating distribution channel for vitamins in Lebanon

Prospects and Opportunities

Rising consumer awareness continues to boost overall demand for vitamins and dietary supplements

Innovation and technology shape the future of vitamins

Unlocking sustainability opportunities in vitamins

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

 $\textbf{Table 43 - LBN} \ \textbf{Brand Shares of Vitamins and Dietary Supplements: } \% \ \textbf{Value 2022-2025}$

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

Rising health and image consciousness sustains category sales

Roche Consumer Health Ltd leads with Xenical in a highly fragmented competitive landscape

Pharmacies remains the leading distribution channel for weight management and wellbeing in Lebanon

Prospects and Opportunities

Sales of weight management and wellbeing are fuelled by the adoption of these products among wider age groups

New product development is a key growth driver over the forecast period

Health and wellness products focus on innovation

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

Sports nutrition benefits from rising interest in sports and fitness

In 2025, lovate Health Sciences International leads in a highly fragmented market

Pharmacies remains the leading distribution channel for sports nutrition in Lebanon

Prospects and Opportunities

Positive outlook for sports nutrition though sales remain restricted to a niche audience

More personalised sports nutrition launches over the forecast period

Demand rises for plant-based and clean label sports nutrition products

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

Demand for natural alternatives continues to grow

The competitive landscape for herbal/traditional products remains highly fragmented in Lebanon

Pharmacies remains the dominating distribution channel for herbal/traditional products in Lebanon

Prospects and Opportunities

Forecast period demand fuelled by increasing interest in more natural solutions to common health problems

Advancing herbal/traditional products: enhancing product quality and safety

Herbal/traditional products and sustainable development opportunities

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

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-lebanon/report.