

Consumer Health in El Salvador

September 2025

Table of Contents

Consumer Health in El Salvador

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

The habit of self-medication boosts demand for analgesics despite existing widespread usage

Industry pays special attention to paediatric analgesics

Price competitiveness consolidates pharmacy chains as the main distribution point for analgesics

Prospects and Opportunities

Childhood demographics drive dynamism in systemic analgesics over the forecast period

Innovations in analgesics aim at rapid absorption technologies and concentrated formulations

Topical analgesics increasingly characterised by products positioned with natural compounds

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

The impact of climate change is increasingly affecting the prevalence of respiratory infections and allergies among Salvadorans.

Global brands consolidate their strong position in cough, cold and allergy (hay fever) remedies

Pharmacy chains reaffirm their position as a preferred channel thanks to their competitive prices and growing coverage

Prospects and Opportunities

Self-medication and environmental conditions drive demand for cough, cold and allergy (hay fever) remedies over the forecast period

Innovations in cold and flu remedies focus on rapid absorption and combating the root cause of the illness rather than just the symptoms

Dietary immune supplementation is becoming a growing practice among Salvadorans and has the potential to slow demand for cold and flu products 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 eating habits and limited sanitation infrastructure lead to an increase in gastric diseases

The industry's strategy is to highlight the preventative health benefits of digestive care

Pharmacies expand health counselling services and emphasise the importance of digestive care

Prospects and Opportunities

Gastric ailments are highly prevalent among Salvadorans, with a slow improvement expected

The range of digestive enzymes evolves through the introduction of new formats

Consumption of dietary supplements for digestive health is growing among certain demographics, potentially reducing the need for digestive remedies 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

Changing humidity conditions drive peak demand for antifungals

Bayer AG retains a strong position in dermatologicals in El Salvador

Discounts and omnichannel strategies favour the expansion of retail e-commerce platforms

Prospects and Opportunities

The recurrence of dermatological conditions is increasing in El Salvador, with changes in climatic conditions being one of the factors contributing to its

The search for faster solutions to dermatological conditions shifts demand towards prescription options

Growing preference for naturally derived compounds in paediatric dermatologicals

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

Boost for wound care due to increased interest in sports activities although growth remains moderate

Cure Band strengthens its positioning with increasing coverage and portfolio expansion

Pharmacies retains the outright lead in sales of wound care products

Prospects and Opportunities

Moderate forecast period growth of wound care driven by specific consumer groups such as athletes or older adults

Innovation in wound care grows around claims of faster healing, targeting more specific needs

Sustainability claims in wound care are still evolving

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

Salvadorans demand dietary supplements for increasingly specific purposes

Leading brands connect with consumers seeking healthier ageing

Pharmacies are strengthening their positioning by offering wellness solutions with a growing range of dietary supplements and a more holistic approach to health

Prospects and Opportunities

Sales stabilise as consumers shift from multipurpose products to remedies with specific ingredients

Growing innovation in gut supplementation as an inducer of good general health

The variety of dietary supplements making environmental claims is expanding

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

Ongoing stagnancy of weight management and wellness due to easy access to prescription alternatives

The industry diversifies its offer of drinkable nutritional supplements

Scientific validation and portfolio expansion strengthen the relevance of pharmacies in the distribution of weight management and wellbeing

Prospects and Opportunities

Moderate forecast period growth of weight management and wellbeing sales

Young generations are embracing the use of digital tools in their quest to achieve weight control

Drinkable nutritional supplements registers further dynamic development over the forecast period

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 supplements continue to grow and reach a wider audience, not necessarily just those who practice sports

GNC strengthened by its broad portfolio in sports nutrition

The availability of sports supplements is increasing in the country thanks to the growth of chained pharmacies

Prospects and Opportunities

Demand for sports nutrition continues growing due to increased awareness of prevention-focused supplementation and broader access to more affordable options

Sports nutrition aims for broader positioning with claims such as energy and hydration

Plant-based and formulation customisation are expected to grow in sports nutrition range

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

Cultural tradition is renewed with a growing appreciation of medicinal herbal ingredients among young generations

No significant brands in the category at the end of the review period

The positioning strategy for the growing offering of holistic wellness products favours the growth of the pharmaceutical channel in herbal/traditional products

Prospects and Opportunities

The perception that formulations with natural ingredients potentially provide more benefits to the body is gaining ground among Salvadorans Scientific validation and personalisation become increasingly important

El Salvador still has a legal loophole regarding the practice of natural medicine

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-el-salvador/report.