



Euromonitor  
International

# Consumer Health in Oman

September 2025

Table of Contents

## 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

Steady growth for analgesics driven by rising self-medication

GSK Consumer Healthcare remains the leading player thanks to Panadol

Pharmacies dominate distribution, while e-commerce gains ground

Prospects and Opportunities

Positive performance expected for analgesics over the forecast period

Digitalisation and product innovation support long-term growth

New formulations align with consumer wellness trends

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

Self-medication habits continue to support growth

Muscat Pharmacy & Stores LLC leads with a broad portfolio

Pharmacies dominate distribution, while supermarkets gain traction

Prospects and Opportunities

Self-medication trends set to drive long-term growth

Technological innovation to enhance treatment options

Sustainability gains importance in pharmaceutical manufacturing

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

Fast food culture continues to drive demand for digestive remedies

Reckitt Benckiser maintains leadership through Gaviscon

Pharmacies dominate distribution, while supermarkets gain momentum

Prospects and Opportunities

Lifestyle trends expected to sustain category growth

Technological innovation to improve treatment of inflammatory conditions

Sustainability to shape future packaging innovation

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

Category growth supported by rising awareness of skin conditions and treatment options

Bayer Middle East FZE leads thanks to Canesten's strong reputation

Pharmacies dominate while small local grocers gain traction

Prospects and Opportunities

Positive forecast supported by demographics and environmental pressures

Biotechnology and nanotechnology set to transform treatment options

Natural remedies expected to gain popularity in dermatological care

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

Category growth underpinned by rising population and infrastructure activity

3M Inc leads thanks to Nexcare's reputation for innovation and reliability

Pharmacies dominate sales while convenience stores gain momentum

Prospects and Opportunities

Positive outlook supported by demographic dynamics

Technological innovation set to improve treatment outcomes

Sustainability to play an increasing role in product development

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

Category growth supported by rising demand for immunity-boosting products

Sanofi Gulf leads with Pharmaton while Julphar emerges as most dynamic player

Pharmacies dominate sales, but e-commerce gains momentum

Prospects and Opportunities

Positive outlook supported by rising health awareness

Digital and technological innovation to drive product development

Players' commitment to wellness to expand product portfolios

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

High obesity rates and rising image-consciousness sustain demand

Muscat Pharmacy & Stores LLC maintains leadership through Xenical

Pharmacies dominate but e-commerce emerges as a growth channel

Prospects and Opportunities

Steady growth projected as health and image awareness rises

Innovation to focus on holistic and technologically advanced solutions

Health and wellness positioning to drive future product launches

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

Young male athletes remain the core consumer base

General Nutrition Centers Inc leads with its strong GNC brand

Pharmacies dominate, but e-commerce emerges as the fastest-growing channel

Prospects and Opportunities

Rising fitness participation to broaden the consumer base

Technology to drive personalised and functional solutions

Clean labelling and plant-based innovation to shape product development

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

Rising awareness and preference for natural solutions supports growth

Muscat Pharmacy & Stores LLC maintains a strong presence through broad representation

Pharmacies dominate distribution while e-commerce emerges as the fastest-growing channel

Prospects and Opportunities

Sustained demand expected as health-consciousness rises

Technological innovation to enhance quality and consistency

New formulations and regulatory recognition to support category expansion

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