



Euromonitor  
International

# Consumer Health in Middle East and Africa

January 2025

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Scope

Key findings

## REGIONAL OVERVIEW

Middle East and Africa has the lowest consumer health per capita consumption

Positive growth expected in the coming years

Analgesics in the biggest consumer health category in Middle East and Africa

Sleep aids recording dynamic growth in Saudi Arabia

NRT smoking cessation aids continue recording declining sales in Saudi Arabia

Vitamins and dietary supplements add the most new sales over 2019-2024

Health-consciousness boosting sales in the industry

Self-medication helping drive growth in Algeria and Tunisia

Pharmacies dominate consumer health retail distribution

E-commerce continues gaining share but remains a minor channel

## LEADING COMPANIES AND BRANDS

Saudi Arabia is looking to boost local production under its Vision 2030 initiative

Currency devaluation boosts the attraction of local products in Egypt

The multinationals tend to be present across much of the region

Bepanthen Derma line boosts the Bepanthen/Bepanthol regional performance

## FORECAST PROJECTIONS

Positive growth rates expected in real value terms throughout 2024-2029

Rising visitor numbers should help drive consumer health sales in Saudi Arabia

Social media could influence trends and sales in Egyptian consumer health

## COUNTRY SNAPSHOTS

Algeria: Market Context

Algeria: Competitive and Retail Landscape

Cameroon: Market Context

Cameroon: Competitive and Retail Landscape

Egypt: Market Context

Egypt: Competitive and Retail Landscape

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United Arab Emirates: Market Context

United Arab Emirates: Competitive and Retail Landscape

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