



Herbal/Traditional Products in the United Arab Emirates

September 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

Diverse cultural market fuels growth of herbal/traditional products
Growth slows due to busy lifestyles and demand for immediate relief
Tiger Balm retains leadership in herbal/traditional topical analgesics

PROSPECTS AND OPPORTUNITIES

Health influencers help demystify herbal/traditional products
Fraudulent products have potential to hinder stronger uptake
“Miracle” cures proliferate in traditional souqs

CATEGORY DATA

- Table 1 - Sales of Herbal/Traditional Products by Category: Value 2019-2024
- Table 2 - Sales of Herbal/Traditional Products by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Herbal/Traditional Products: % Value 2020-2024
- Table 4 - LBN Brand Shares of Herbal/Traditional Products: % Value 2021-2024
- Table 5 - Forecast Sales of Herbal/Traditional Products by Category: Value 2024-2029
- Table 6 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2024-2029

Consumer Health in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

- Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024
- Table 8 - Life Expectancy at Birth 2019-2024

MARKET DATA

- Table 9 - Sales of Consumer Health by Category: Value 2019-2024
- Table 10 - Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 11 - NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 12 - LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
- Table 14 - Distribution of Consumer Health by Format: % Value 2019-2024
- Table 15 - Distribution of Consumer Health by Format and Category: % Value 2024
- Table 16 - Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC Registration And Classification
Vitamins And Dietary Supplements Registration And Classification
Self-medication/self-care And Preventive Medicine
Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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