

Consumer Health in Oman

October 2024

Table of Contents

Consumer Health in Oman

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

OTC registration and classification

Vitamins and dietary supplements registration and classification

What next for consumer health?

MARKET DATA

- Table 1 Sales of Consumer Health by Category: Value 2019-2024
- Table 2 Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 3 NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 4 LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 5 Penetration of Private Label by Category: % Value 2019-2024
- Table 6 Distribution of Consumer Health by Format: % Value 2019-2024
- Table 7 Distribution of Consumer Health by Format and Category: % Value 2024
- Table 8 Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 9 Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

DISCLAIMER

ANALGESICS

2024 Developments

Prospects and Opportunities

Category Data

- Table 10 Sales of Analgesics by Category: Value 2019-2024
- Table 11 Sales of Analgesics by Category: % Value Growth 2019-2024
- Table 12 NBO Company Shares of Analgesics: % Value 2020-2024
- Table 13 LBN Brand Shares of Analgesics: % Value 2021-2024
- Table 14 Forecast Sales of Analgesics by Category: Value 2024-2029
- Table 15 Forecast Sales of Analgesics by Category: % Value Growth 2024-2029

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES

2024 Developments

Prospects and Opportunities

Category Data

- Table 16 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2019-2024
- Table 17 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2019-2024
- Table 18 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2024
- Table 19 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2024
- Table 20 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2024-2029
- Table 21 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2024-2029

DIGESTIVE REMEDIES

2024 Developments

Prospects and Opportunities

Category Data

- Table 22 Sales of Digestive Remedies by Category: Value 2019-2024
- Table 23 Sales of Digestive Remedies by Category: % Value Growth 2019-2024
- Table 24 NBO Company Shares of Digestive Remedies: % Value 2020-2024
- Table 25 LBN Brand Shares of Digestive Remedies: % Value 2021-2024

- Table 26 Forecast Sales of Digestive Remedies by Category: Value 2024-2029
- Table 27 Forecast Sales of Digestive Remedies by Category: % Value Growth 2024-2029

DERMATOLOGICALS

2024 Developments

Prospects and Opportunities

Category Data

- Table 28 Sales of Dermatologicals by Category: Value 2019-2024
- Table 29 Sales of Dermatologicals by Category: % Value Growth 2019-2024
- Table 30 NBO Company Shares of Dermatologicals: % Value 2020-2024
- Table 31 LBN Brand Shares of Dermatologicals: % Value 2021-2024
- Table 32 Forecast Sales of Dermatologicals by Category: Value 2024-2029
- Table 33 Forecast Sales of Dermatologicals by Category: % Value Growth 2024-2029

WOUND CARE

2024 Developments

Prospects and Opportunities

Category Data

- Table 34 Sales of Wound Care by Category: Value 2019-2024
- Table 35 Sales of Wound Care by Category: % Value Growth 2019-2024
- Table 36 NBO Company Shares of Wound Care: % Value 2020-2024
- Table 37 LBN Brand Shares of Wound Care: % Value 2021-2024
- Table 38 Forecast Sales of Wound Care by Category: Value 2024-2029
- Table 39 Forecast Sales of Wound Care by Category: % Value Growth 2024-2029

VITAMINS AND DIETARY SUPPLEMENTS

2024 Developments

Prospects and Opportunities

Category Data

- Table 40 Sales of Vitamins and Dietary Supplements by Category: Value 2019-2024
- Table 41 Sales of Vitamins and Dietary Supplements by Category: % Value Growth 2019-2024
- Table 42 NBO Company Shares of Vitamins and Dietary Supplements: % Value 2020-2024
- Table 43 LBN Brand Shares of Vitamins and Dietary Supplements: % Value 2021-2024
- Table 44 Forecast Sales of Vitamins and Dietary Supplements by Category: Value 2024-2029
- Table 45 Forecast Sales of Vitamins and Dietary Supplements by Category: % Value Growth 2024-2029

WEIGHT MANAGEMENT AND WELLBEING

2024 Developments

Prospects and Opportunities

Category Data

- Table 46 Sales of Weight Management and Wellbeing by Category: Value 2019-2024
- Table 47 Sales of Weight Management and Wellbeing by Category: % Value Growth 2019-2024
- Table 48 NBO Company Shares of Weight Management and Wellbeing: % Value 2020-2024
- Table 49 LBN Brand Shares of Weight Management and Wellbeing: % Value 2021-2024
- Table 50 Forecast Sales of Weight Management and Wellbeing by Category: Value 2024-2029
- Table 51 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2024-2029

SPORTS NUTRITION

2024 Developments

Prospects and Opportunities

Category Data

- Table 52 Sales of Sports Nutrition by Category: Value 2019-2024
- Table 53 Sales of Sports Nutrition by Category: % Value Growth 2019-2024

Table 54 - NBO Company Shares of Sports Nutrition: % Value 2020-2024

Table 55 - LBN Brand Shares of Sports Nutrition: % Value 2021-2024

Table 56 - Forecast Sales of Sports Nutrition by Category: Value 2024-2029

Table 57 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2024-2029

HERBAL/TRADITIONAL PRODUCTS

2024 Developments

Prospects and Opportunities

Category Data

Table 58 - Sales of Herbal/Traditional Products: Value 2019-2024

Table 59 - Sales of Herbal/Traditional Products: % Value Growth 2019-2024

Table 60 - Forecast Sales of Herbal/Traditional Products: Value 2024-2029

Table 61 - Forecast Sales of Herbal/Traditional Products: % Value Growth 2024-2029

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.