



# Consumer Health in Oman

October 2023

Table of Contents

## EXECUTIVE SUMMARY

Consumer health in 2023: 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 2018-2023

Table 2 - Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Consumer Health: % Value 2019-2023

Table 4 - LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 5 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 6 - Distribution of Consumer Health by Format and Category: % Value 2023

Table 7 - Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 8 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

## DISCLAIMER

## ANALGESICS

2023 Developments

Prospects and Opportunities

Category Data

Table 9 - Sales of Analgesics by Category: Value 2018-2023

Table 10 - Sales of Analgesics by Category: % Value Growth 2018-2023

Table 11 - NBO Company Shares of Analgesics: % Value 2019-2023

Table 12 - LBN Brand Shares of Analgesics: % Value 2020-2023

Table 13 - Forecast Sales of Analgesics by Category: Value 2023-2028

Table 14 - Forecast Sales of Analgesics by Category: % Value Growth 2023-2028

## COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES

2023 Developments

Prospects and Opportunities

Category Data

Table 15 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023

Table 16 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023

Table 17 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023

Table 18 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023

Table 19 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028

Table 20 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

## DIGESTIVE REMEDIES

2023 Developments

Prospects and Opportunities

Category Data

Table 21 - Sales of Digestive Remedies by Category: Value 2018-2023

Table 22 - Sales of Digestive Remedies by Category: % Value Growth 2018-2023

Table 23 - NBO Company Shares of Digestive Remedies: % Value 2019-2023

Table 24 - LBN Brand Shares of Digestive Remedies: % Value 2020-2023

Table 25 - Forecast Sales of Digestive Remedies by Category: Value 2023-2028

Table 26 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

## DERMATOLOGICALS

2023 Developments

Prospects and Opportunities

Category Data

Table 27 - Sales of Dermatologicals by Category: Value 2018-2023

Table 28 - Sales of Dermatologicals by Category: % Value Growth 2018-2023

Table 29 - NBO Company Shares of Dermatologicals: % Value 2019-2023

Table 30 - LBN Brand Shares of Dermatologicals: % Value 2020-2023

Table 31 - Forecast Sales of Dermatologicals by Category: Value 2023-2028

Table 32 - Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

## WOUND CARE

2023 Developments

Prospects and Opportunities

Category Data

Table 33 - Sales of Wound Care by Category: Value 2018-2023

Table 34 - Sales of Wound Care by Category: % Value Growth 2018-2023

Table 35 - NBO Company Shares of Wound Care: % Value 2019-2023

Table 36 - LBN Brand Shares of Wound Care: % Value 2020-2023

Table 37 - Forecast Sales of Wound Care by Category: Value 2023-2028

Table 38 - Forecast Sales of Wound Care by Category: % Value Growth 2023-2028

## VITAMINS AND DIETARY SUPPLEMENTS

2023 Developments

Prospects and Opportunities

Category Data

Table 39 - Sales of Vitamins and Dietary Supplements by Category: Value 2018-2023

Table 40 - Sales of Vitamins and Dietary Supplements by Category: % Value Growth 2018-2023

Table 41 - NBO Company Shares of Vitamins and Dietary Supplements: % Value 2019-2023

Table 42 - LBN Brand Shares of Vitamins and Dietary Supplements: % Value 2020-2023

Table 43 - Forecast Sales of Vitamins and Dietary Supplements by Category: Value 2023-2028

Table 44 - Forecast Sales of Vitamins and Dietary Supplements by Category: % Value Growth 2023-2028

## WEIGHT MANAGEMENT AND WELLBEING

2023 Developments

Prospects and Opportunities

Category Data

Table 45 - Sales of Weight Management and Wellbeing by Category: Value 2018-2023

Table 46 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2018-2023

Table 47 - NBO Company Shares of Weight Management and Wellbeing: % Value 2019-2023

Table 48 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2020-2023

Table 49 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2023-2028

Table 50 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2023-2028

## SPORTS NUTRITION

2023 Developments

Prospects and Opportunities

Category Data

Table 51 - Sales of Sports Nutrition by Category: Value 2018-2023

Table 52 - Sales of Sports Nutrition by Category: % Value Growth 2018-2023

Table 53 - NBO Company Shares of Sports Nutrition: % Value 2019-2023

Table 54 - LBN Brand Shares of Sports Nutrition: % Value 2020-2023

Table 55 - Forecast Sales of Sports Nutrition by Category: Value 2023-2028

Table 56 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

## HERBAL/TRADITIONAL PRODUCTS

2023 Developments

Prospects and Opportunities

Category Data

Table 57 - Sales of Herbal/Traditional Products: Value 2018-2023

Table 58 - Sales of Herbal/Traditional Products: % Value Growth 2018-2023

Table 59 - Forecast Sales of Herbal/Traditional Products: Value 2023-2028

Table 60 - Forecast Sales of Herbal/Traditional Products: % Value Growth 2023-2028

## 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).