

Analgesics in the United Arab Emirates

September 2023

Table of Contents

Analgesics in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Local brands compete for consumers' attention on price

Young demographic of the United Arab Emirates favours acetaminophen over diclofenac

Paediatric analgesics experiences only moderate growth

PROSPECTS AND OPPORTUNITIES

Panadol leads systemic analgesics, and is set to maintain robust sales growth

Topical analgesics/anaesthetic brand Deep Relief is a recognised, trusted brand

Iconic brand Tiger Balm set to perform well in topical analgesics/anaesthetic

CATEGORY DATA

Table 1 - Sales of Analgesics by Category: Value 2018-2023

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

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

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

Table 5 - Forecast Sales of Analgesics by Category: Value 2023-2028

Table 6 - Forecast Sales of Analgesics by Category: % Value Growth 2023-2028

Consumer Health in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 8 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2018-2023

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

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

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

Table 13 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 14 - Distribution of Consumer Health by Format and Category: % Value 2023

Table 15 - Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 16 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

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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