

# Dermatologicals in Saudi Arabia

September 2023

**Table of Contents** 

## Dermatologicals in Saudi Arabia - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Saudi Arabia's weather conditions affect various categories

SITCO continues to lead dermatologicals thanks to Bepanthen

Price remains important, with consumers increasingly considering private label

#### PROSPECTS AND OPPORTUNITIES

Dermocosmetics will continue to compete with dermatologicals

Government aims to localise the production of pharmaceuticals

Pharmacies to remain the leading distribution channel despite rise of e-commerce

#### **CATEGORY DATA**

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

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

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

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

Table 5 - LBN Brand Shares of Hair Loss Treatments: % Value 2020-2023

Table 6 - Forecast Sales of Dermatologicals by Category: Value 2023-2028

Table 7 - Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

# Consumer Health in Saudi Arabia - 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 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 9 - Life Expectancy at Birth 2018-2023

# MARKET DATA

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

Table 11 - Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 12 - NBO Company Shares of Consumer Health: % Value 2019-2023

Table 13 - LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023

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

Table 17 - 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

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## **DEFINITIONS**

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