



Euromonitor
International

Consumer Health in Jordan

September 2025

Table of Contents

EXECUTIVE SUMMARY

Consumer health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for consumer health?

MARKET DATA

Table 1 - Sales of Consumer Health by Category: Value 2020-2025

Table 2 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 3 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 4 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 5 - Penetration of Private Label by Category: % Value 2020-2025

Table 6 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 7 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 8 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 9 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

DISCLAIMER

ANALGESICS

Key Data Findings

2025 Developments

Analgesics remains the most popular OTC category in Jordan at the end of the review period

GSK Consumer Healthcare continues to lead analgesics with its popular Panadol brand

Pharmacies' dominance of the distribution landscape of analgesics is underpinned by strict regulation

Prospects and Opportunities

Population growth and an increasing focus on self-medication are set to boost retail sales of analgesics

Analgesics retains the potential for continuous innovation efforts

Innovation could target unmet needs like reducing addiction and obtaining better health and wellness results

Category Data

Table 10 - Sales of Analgesics by Category: Value 2020-2025

Table 11 - Sales of Analgesics by Category: % Value Growth 2020-2025

Table 12 - NBO Company Shares of Analgesics: % Value 2021-2025

Table 13 - LBN Brand Shares of Analgesics: % Value 2022-2025

Table 14 - Forecast Sales of Analgesics by Category: Value 2025-2030

Table 15 - Forecast Sales of Analgesics by Category: % Value Growth 2025-2030

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES

Key Data Findings

2025 Developments

Population size, climatic conditions and growing self-medication trend boost the category performance

GSK Consumer Healthcare's wider offer helps it to maintain the leading position

Pharmacies dominate distribution amidst the strict regulation of OTC medicines in Jordan

Prospects and Opportunities

Self-medication and population growth to continue to boost sales development

Genomic data to provide key information for new product developments

The outlook is promising for sustainable pharmaceutical manufacturing

Category Data

Table 16 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2020-2025

Table 17 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2020-2025

Table 18 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2025

Table 19 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2022-2025

Table 20 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2025-2030

Table 21 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2025-2030

DIGESTIVE REMEDIES

Key Data Findings

2025 Developments

The demand for digestive remedies is closely linked to the local cuisine and dietary habits

Pfizer leads digestive remedies with a strong brand, but smaller cheaper brands make gains

Pharmacies consolidate dominance with wide and trusted offers of digestive remedies

Prospects and Opportunities

Digestive remedies is well placed to perform positively over the forecast period

Herbal-based product innovations are expected for digestive remedies

Ingredient innovations to support digestive health

Category Data

Table 22 - Sales of Digestive Remedies by Category: Value 2020-2025

Table 23 - Sales of Digestive Remedies by Category: % Value Growth 2020-2025

Table 24 - NBO Company Shares of Digestive Remedies: % Value 2021-2025

Table 25 - LBN Brand Shares of Digestive Remedies: % Value 2022-2025

Table 26 - Forecast Sales of Digestive Remedies by Category: Value 2025-2030

Table 27 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2025-2030

DERMATOLOGICALS

Key Data Findings

2025 Developments

Positive performance for a developing category in Jordan

Dar-Al-Dawa Development & Investment leads a highly fragmented competitive landscape with its Mycoheal brand

Strict regulation keeps pharmacies to the fore

Prospects and Opportunities

Positive outlook driven by consumers' increasing interest in skin health

Innovative treatments and projected new approaches in dermatologicals

More natural dermatologicals to gain favour over the forecast period

Category Data

Table 28 - Sales of Dermatologicals by Category: Value 2020-2025

Table 29 - Sales of Dermatologicals by Category: % Value Growth 2020-2025

Table 30 - NBO Company Shares of Dermatologicals: % Value 2021-2025

Table 31 - LBN Brand Shares of Dermatologicals: % Value 2022-2025

Table 32 - Forecast Sales of Dermatologicals by Category: Value 2025-2030

Table 33 - Forecast Sales of Dermatologicals by Category: % Value Growth 2025-2030

WOUND CARE

Key Data Findings

2025 Developments

More active population provides the conditions for the positive performance of wound care in 2025

Beiersdorf leads a fragmented competitive landscape through its flagship Hansaplast brand

Pharmacies dominates but there is space for other distribution channels in wound care

Prospects and Opportunities

Expected shift towards more active lifestyles to fuel wound care retail sales

Hydrofibre technology to gain traction in wound care

Increasing wound healing rate is likely to reduce the environmental and financial burden

Category Data

Table 34 - Sales of Wound Care by Category: Value 2020-2025

Table 35 - Sales of Wound Care by Category: % Value Growth 2020-2025

Table 36 - NBO Company Shares of Wound Care: % Value 2021-2025

Table 37 - LBN Brand Shares of Wound Care: % Value 2022-2025

Table 38 - Forecast Sales of Wound Care by Category: Value 2025-2030

Table 39 - Forecast Sales of Wound Care by Category: % Value Growth 2025-2030

VITAMINS AND DIETARY SUPPLEMENTS

Key Data Findings

2025 Developments

Rising awareness of products and uses drive interest in vitamins and dietary supplements

Entry of small, lower-priced brands increase the pressure on the leading players

Retail e-commerce shows signs of dynamism in the distribution of vitamins and dietary supplements

Prospects and Opportunities

The outlook for vitamins and dietary supplements is healthy

Innovation and technology to help shape the evolution of vitamins

Unlocking sustainability opportunities

Category Data

Table 40 - Sales of Vitamins and Dietary Supplements by Category: Value 2020-2025

Table 41 - Sales of Vitamins and Dietary Supplements by Category: % Value Growth 2020-2025

Table 42 - NBO Company Shares of Vitamins and Dietary Supplements: % Value 2021-2025

Table 43 - LBN Brand Shares of Vitamins and Dietary Supplements: % Value 2022-2025

Table 44 - Forecast Sales of Vitamins and Dietary Supplements by Category: Value 2025-2030

Table 45 - Forecast Sales of Vitamins and Dietary Supplements by Category: % Value Growth 2025-2030

WEIGHT MANAGEMENT AND WELLBEING

Key Data Findings

2025 Developments

The demand for weight management and wellbeing is driven by the prevalence of obesity and overweightness among the local population

Small players continue to make retail value share gains

Pharmacies dominates but there is room for other retail channels

Prospects and Opportunities

Numerous growth drivers promise a healthy retail value sales performance

Research and technology to be key factors in category development

Health and wellness products a focus of innovation in new launches

Category Data

Table 46 - Sales of Weight Management and Wellbeing by Category: Value 2020-2025

Table 47 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2020-2025

Table 48 - NBO Company Shares of Weight Management and Wellbeing: % Value 2021-2025

Table 49 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2022-2025

Table 50 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2025-2030

Table 51 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2025-2030

SPORTS NUTRITION

Key Data Findings

2025 Developments

A fitness-orientated young adult male audience drives sports nutrition in Jordan

Optimum Nutrition leverages high brand recognition among bodybuilders and serious athletes to lead the field

Retail e-commerce is emerging as a significant distribution channel for sports nutrition

Prospects and Opportunities

Growth is set to be driven by the rising awareness and availability of sports nutrition products

More personalised sports nutrition is anticipated over the forecast period

More plant-based and clean label products to appear

Category Data

Table 52 - Sales of Sports Nutrition by Category: Value 2020-2025

Table 53 - Sales of Sports Nutrition by Category: % Value Growth 2020-2025

Table 54 - NBO Company Shares of Sports Nutrition: % Value 2021-2025

Table 55 - LBN Brand Shares of Sports Nutrition: % Value 2022-2025

Table 56 - Forecast Sales of Sports Nutrition by Category: Value 2025-2030

Table 57 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2025-2030

HERBAL/TRADITIONAL PRODUCTS

Key Data Findings

2025 Developments

Herbal/traditional cough, cold and allergy (hay fever) remedies continue to shape the category

The competitive landscape of herbal/traditional products remains highly fragmented

Government regulation ensures pharmacies' dominance in the distribution of herbal/traditional products in Jordan

Prospects and Opportunities

Herbal/traditional products is expected to benefit from increasing interest in packaged versions

Advances in technology to enhance product quality and safety

Sustainable development opportunities through herbal/traditional products

Category Data

Table 58 - Sales of Herbal/Traditional Products: Value 2020-2025

Table 59 - Sales of Herbal/Traditional Products: % Value Growth 2020-2025

Table 60 - Forecast Sales of Herbal/Traditional Products: Value 2025-2030

Table 61 - Forecast Sales of Herbal/Traditional Products: % Value Growth 2025-2030

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-jordan/report.