

Consumer Health in Egypt

<https://marketpublishers.com/r/C0E1AFDDA4BEN.html>

Date: September 2023

Pages: 99

Price: US\$ 2,650.00 (Single User License)

ID: C0E1AFDDA4BEN

Abstracts

Egyptian consumer health is set to post positive growth in 2023, with analgesics boosting retail value sales, benefiting from an ongoing demand due to the variety of symptoms it treats. Aligned with the rising health trends, vitamins and dietary supplements will post strong growth, with more of the population actively looking to maintain their health and a robust immune system. Due to the increased price of imported raw materials and imported goods, along with the devaluation of the Egyptian pou...

Euromonitor International's Consumer Health in Egypt report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Consumer Health market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

CONSUMER HEALTH IN EGYPT

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 1 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 2 Life Expectancy at Birth 2018-2023

MARKET DATA

Table 3 Sales of Consumer Health by Category: Value 2018-2023

Table 4 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 5 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 6 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 7 Distribution of Consumer Health by Format: % Value 2018-2023

Table 8 Distribution of Consumer Health by Format and Category: % Value 2023

Table 9 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 10 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

ANALGESICS IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consumer buying behaviour varies across different regions in Egypt

Analgesics lead OTC options, appreciated for fast pain relief

Many consumers consider combination analgesics to be essential

PROSPECTS AND OPPORTUNITIES

Analgesics is expected to record double-digit growth throughout the upcoming year

Local brands set to launch on the landscape across the forecast period

Immunity-boosting ingredients to remain popular among consumers

CATEGORY DATA

Table 11 Sales of Analgesics by Category: Value 2018-2023

Table 12 Sales of Analgesics by Category: % Value Growth 2018-2023

Table 13 NBO Company Shares of Analgesics: % Value 2019-2023

Table 14 LBN Brand Shares of Analgesics: % Value 2020-2023

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

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

COUGH, COLD AND ALLERGY (HAY FEVER) REMEDIES IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

Combination drugs remain popular, treating several symptoms at once

Seasonal demand boosts sales of cold and flu medication

Consumers economise in the face of inflationary pressures

PROSPECTS AND OPPORTUNITIES

Inflation set to impact and shape consumer buying behaviour

Combination medications will remain a favourite of consumers

Inflation and the natural trend boost the appeal of herbal/traditional products

CATEGORY DATA

Table 17 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2018-2023

Table 18 Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2019-2023

Table 20 LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2023

Table 21 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2023-2028

Table 22 Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2023-2028

DIGESTIVE REMEDIES IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

Unhealthy eating habits increase the demand for digestive remedies

Sales boom due to an unknown cold and flu virus causing stomach upsets

Competitive landscape due to the wide variety of options available

PROSPECTS AND OPPORTUNITIES

Chronic diseases, hectic lifestyles and poor food choices support ongoing growth
Herbal medications and slimming teas boost growth across the forecast
With the potential for another price increase, generic options boost growth

CATEGORY DATA

Table 23 Sales of Digestive Remedies by Category: Value 2018-2023

Table 24 Sales of Digestive Remedies by Category: % Value Growth 2018-2023

Table 25 NBO Company Shares of Digestive Remedies: % Value 2019-2023

Table 26 LBN Brand Shares of Digestive Remedies: % Value 2020-2023

Table 27 Forecast Sales of Digestive Remedies by Category: Value 2023-2028

Table 28 Forecast Sales of Digestive Remedies by Category: % Value Growth 2023-2028

DERMATOLOGICALS IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

Prices play a huge factor as high-quality ingredients increase price points
Social media and influencer marketing has a growing impact on purchasing decisions
Consumers favour medical products approved by doctors

PROSPECTS AND OPPORTUNITIES

Innovation and price competition will be key to sales across the forecast period
Cosmetics products are prioritised, with a quality-over-quantity approach
The preventative trend to be observed, boosting sales

CATEGORY DATA

Table 29 Sales of Dermatologicals by Category: Value 2018-2023

Table 30 Sales of Dermatologicals by Category: % Value Growth 2018-2023

Table 31 NBO Company Shares of Dermatologicals: % Value 2019-2023

Table 32 LBN Brand Shares of Dermatologicals: % Value 2020-2023

Table 33 LBN Brand Shares of Hair Loss Treatments: % Value 2020-2023

Table 34 Forecast Sales of Dermatologicals by Category: Value 2023-2028

Table 35 Forecast Sales of Dermatologicals by Category: % Value Growth 2023-2028

NRT SMOKING CESSATION AIDS IN EGYPT

2023 DEVELOPMENTS

NRT smoking cessation aids remain marginal, with limited growth prospects

SLEEP AIDS IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sleep disorders, high stress levels and anxiety lead to growth
Product choice remains limited in sleep aids as Medizen retains its lead
Some consumers prefer natural remedies to avoid harsh ingredients

PROSPECTS AND OPPORTUNITIES

Natural remedies are taking the lead across the forecast period
Price will remain a key purchasing factor across the forecast period
An increasing preference for natural remedies due to lack of side effects

CATEGORY DATA

Table 36 Sales of Sleep Aids: Value 2018-2023

Table 37 Sales of Sleep Aids: % Value Growth 2018-2023

Table 38 NBO Company Shares of Sleep Aids: % Value 2019-2023

Table 39 LBN Brand Shares of Sleep Aids: % Value 2020-2023

Table 40 Forecast Sales of Sleep Aids: Value 2023-2028

Table 41 Forecast Sales of Sleep Aids: % Value Growth 2023-2028

EYE CARE IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

The hot climate and air conditioning increases the use of eye drops
The increasing use of screens causes eye issues to grow, boosting sales
Kahira benefits from high levels of brand loyalty and trust

PROSPECTS AND OPPORTUNITIES

Eye drops continues to be the most common form of treatment
The population growth in the country drives demand and increases sales
Pollution remains a big factor, boosting sales of eye care products

CATEGORY DATA

Table 42 Sales of Eye Care by Category: Value 2018-2023

Table 43 Sales of Eye Care by Category: % Value Growth 2018-2023

Table 44 NBO Company Shares of Eye Care: % Value 2019-2023

Table 45 LBN Brand Shares of Eye Care: % Value 2020-2023

Table 46 Forecast Sales of Eye Care by Category: Value 2023-2028

Table 47 Forecast Sales of Eye Care by Category: % Value Growth 2023-2028

WOUND CARE IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

Customers purchase wound care when needed, tending not to stockpile goods
Pharmaplast dominates sales in a highly consolidated product area
Return of elective medical procedures to help demand

PROSPECTS AND OPPORTUNITIES

Ongoing price sensitivity will impact consumer behaviour
Ongoing challenges to growth include the unessential nature of wound care products
Higher levels of physical activity will encourage and support growth

CATEGORY DATA

Table 48 Sales of Wound Care by Category: Value 2018-2023

Table 49 Sales of Wound Care by Category: % Value Growth 2018-2023

Table 50 NBO Company Shares of Wound Care: % Value 2019-2023

Table 51 LBN Brand Shares of Wound Care: % Value 2020-2023

Table 52 Forecast Sales of Wound Care by Category: Value 2023-2028

Table 53 Forecast Sales of Wound Care by Category: % Value Growth 2023-2028

VITAMINS IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong demand as consumers become increasingly aware of the benefits of vitamins
Eva Limitless joins the landscape, competition against imported goods with high price tags

Pharmacist recommendations and government action boost sales

PROSPECTS AND OPPORTUNITIES

The rising interest in health and wellness is set to boost growth on the landscape

Vitamin C to remain a key product following the outbreak of COVID-19

Affluent consumers spearhead growth due to the frequency and value of purchase

CATEGORY DATA

Table 54 Sales of Vitamins by Category: Value 2018-2023

Table 55 Sales of Vitamins by Category: % Value Growth 2018-2023

Table 56 Sales of Multivitamins by Positioning: % Value 2018-2023

Table 57 NBO Company Shares of Vitamins: % Value 2019-2023

Table 58 LBN Brand Shares of Vitamins: % Value 2020-2023

Table 59 Forecast Sales of Vitamins by Category: Value 2023-2028

Table 60 Forecast Sales of Vitamins by Category: % Value Growth 2023-2028

DIETARY SUPPLEMENTS IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

An increase in health awareness and motivation to meet nutritional requirements

The rising cost of living and devaluation of the currency shape purchasing habits

Pharmacies drive growing interest in long-term health habits

PROSPECTS AND OPPORTUNITIES

Competitive prices from local players appeal to price-sensitive consumers

Preventative and holistic approaches boost growth across the coming years

Strong growth due to continuous and rising interest in health awareness

CATEGORY DATA

Table 61 Sales of Dietary Supplements by Category: Value 2018-2023

Table 62 Sales of Dietary Supplements by Category: % Value Growth 2018-2023

Table 63 Sales of Dietary Supplements by Positioning: % Value 2018-2023

Table 64 NBO Company Shares of Dietary Supplements: % Value 2019-2023

Table 65 LBN Brand Shares of Dietary Supplements: % Value 2020-2023

Table 66 Forecast Sales of Dietary Supplements by Category: Value 2023-2028

Table 67 Forecast Sales of Dietary Supplements by Category: % Value Growth 2023-2028

WEIGHT MANAGEMENT AND WELLBEING IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising demand, however, sales are challenged during a time of economic strain

Increase in demand for weight management products driven by social media platforms

Growing competition from substitutes challenges sales of weight management and wellbeing

PROSPECTS AND OPPORTUNITIES

Egyptians suffer from unhealthy lifestyles, with room for diets to be improved

The landscape is highly competitive, leading to price wars and consumer comparisons

Digital focus rises as consumers use this channel to keep weight on track

CATEGORY DATA

Table 68 Sales of Weight Management and Wellbeing by Category: Value 2018-2023

Table 69 Sales of Weight Management and Wellbeing by Category: % Value Growth 2018-2023

Table 70 NBO Company Shares of Weight Management and Wellbeing: % Value 2019-2023

Table 71 LBN Brand Shares of Weight Management and Wellbeing: % Value 2020-2023

Table 72 Forecast Sales of Weight Management and Wellbeing by Category: Value 2023-2028

Table 73 Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2023-2028

SPORTS NUTRITION IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

New products available boost both growth and interest in sports nutrition

Rising interest in fitness from a younger consumer group, enhanced by social media

Optimum nutrition retains its lead in 2023, followed by BPI Sports Holdings

PROSPECTS AND OPPORTUNITIES

Natural and transparent products launch across the forecast period

Migration towards more economical products, brands, and formats

Fitness and health focus to grow, with an emphasis on convenience products

CATEGORY DATA

Table 74 Sales of Sports Nutrition by Category: Value 2018-2023

Table 75 Sales of Sports Nutrition by Category: % Value Growth 2018-2023

Table 76 NBO Company Shares of Sports Nutrition: % Value 2019-2023

Table 77 LBN Brand Shares of Sports Nutrition: % Value 2020-2023

Table 78 Forecast Sales of Sports Nutrition by Category: Value 2023-2028

Table 79 Forecast Sales of Sports Nutrition by Category: % Value Growth 2023-2028

HERBAL/TRADITIONAL PRODUCTS IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

High awareness in urban areas leads to positive growth for herbal/traditional tea products

Consumers favour herbal/traditional products, believing they are healthier

Pharco Pharmaceuticals leads the fragmented landscape in 2023

PROSPECTS AND OPPORTUNITIES

A growing awareness and the preventative healthcare trend, boosts growth

Consumers favour herbal and traditional products for cold and flu treatments

Pricing remains top of mind when purchasing herbal/traditional products

CATEGORY DATA

Table 80 Sales of Herbal/Traditional Products by Category: Value 2018-2023

Table 81 Sales of Herbal/Traditional Products by Category: % Value Growth 2018-2023

Table 82 NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023

Table 83 LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023

Table 84 Forecast Sales of Herbal/Traditional Products by Category: Value 2023-2028

Table 85 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2023-2028

PAEDIATRIC CONSUMER HEALTH IN EGYPT

KEY DATA FINDINGS

2023 DEVELOPMENTS

A limited variety of products on the landscape challenges growth

Seasonal demands boosts sales for cold and flu products

Abbott leads, however, local players account for a significant share

PROSPECTS AND OPPORTUNITIES

An ongoing rise in herbal/traditional formats within paediatric health

Paediatric analgesics and digestive remedies remain dominant

Price sensitivity is set to remain until the economy stabilises

CATEGORY DATA

Table 86 Sales of Paediatric Consumer Health by Category: Value 2018-2023

Table 87 Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023

Table 88 NBO Company Shares of Paediatric Consumer Health: % Value 2019-2023

Table 89 LBN Brand Shares of Paediatric Consumer Health: % Value 2020-2023

Table 90 Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028

Table 91 Forecast Sales of Paediatric Consumer Health by Category: % Value Growth
2023-2028

I would like to order

Product name: Consumer Health in Egypt

Product link: <https://marketpublishers.com/r/C0E1AFDDA4BEN.html>

Price: US\$ 2,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C0E1AFDDA4BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970