



Consumer Health in Middle East and Africa

April 2024

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Positive growth expected in the coming years

Analgesics in the biggest consumer health category in Middle East and Africa

Government measures help drive growth in Moroccan consumer health

NRT smoking cessation aids recording declining sales in Saudi Arabia

Vitamins and dietary supplements add the most new sales over 2018-2023

Inflation hitting purchasing power, but also encouraging self-medication

Pharmacies dominate consumer health retail distribution

E-commerce continues gaining share but remains a minor channel

LEADING COMPANIES AND BRANDS

Saudi Arabia is looking to boost local production under its Vision 2030 initiative

Currency devaluation boosts the attraction of local products in Egypt

The multinationals tend to be present across much of the region

Haleon fills four of the top 10 places in the regional brand rankings

FORECAST PROJECTIONS

Positive growth rates expected in real value terms throughout 2023-2028

Algerian consumers expected to look for more natural products

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