



Euromonitor
International

Consumer Health in the Philippines

November 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 INDICATORS

Table 1 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025
Table 2 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 3 - Sales of Consumer Health by Category: Value 2020-2025
Table 4 - Sales of Consumer Health by Category: % Value Growth 2020-2025
Table 5 - NBO Company Shares of Consumer Health: % Value 2021-2025
Table 6 - LBN Brand Shares of Consumer Health: % Value 2022-2025
Table 7 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025
Table 8 - Distribution of Consumer Health by Format: % Value 2020-2025
Table 9 - Distribution of Consumer Health by Format and Category: % Value 2025
Table 10 - Forecast Sales of Consumer Health by Category: Value 2025-2030
Table 11 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

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 the Philippines

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising flu and hygiene concerns support solid sales growth in 2024
Demand for all-in-one analgesic kits
Investment in packaging formats and digital education

PROSPECTS AND OPPORTUNITIES

Rising medical costs will continue to drive health consciousness
Retail channels launching own analgesics lines
Preference for generic brands set to persist

CATEGORY DATA

Table 12 - Sales of Analgesics by Category: Value 2020-2025
Table 13 - Sales of Analgesics by Category: % Value Growth 2020-2025
Table 14 - NBO Company Shares of Analgesics: % Value 2021-2025

Table 15 - LBN Brand Shares of Analgesics: % Value 2022-2025

Table 16 - Forecast Sales of Analgesics by Category: Value 2025-2030

Table 17 - Forecast Sales of Analgesics by Category: % Value Growth 2025-2030

Sleep Aids in the Philippines

KEY DATA FINDINGS

2025 DEVELOPMENTS

On-the-go lifestyles impacting sleep quality and supporting sales in sleep aids

Rise of vitamin-infused sleep aids and melatonin

Improved accessibility and affordability of sleep products amid strong herbal shift

PROSPECTS AND OPPORTUNITIES

Growing awareness of sleep education

Remote work and BPO expansion blurring sleep patterns

Gummy format to become more prevalent in sleep aids

CATEGORY DATA

Table 18 - Sales of Sleep Aids: Value 2020-2025

Table 19 - Sales of Sleep Aids: % Value Growth 2020-2025

Table 20 - NBO Company Shares of Sleep Aids: % Value 2021-2025

Table 21 - LBN Brand Shares of Sleep Aids: % Value 2022-2025

Table 22 - Forecast Sales of Sleep Aids: Value 2025-2030

Table 23 - Forecast Sales of Sleep Aids: % Value Growth 2025-2030

Cough, Cold and Allergy (Hay Fever) Remedies in the Philippines

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rise in face-to-face occasions boosts allergy remedy demand

Strong loyalty towards local leaders

Flavour innovation enhances product appeal while shift towards natural variants continues

PROSPECTS AND OPPORTUNITIES

Emergence of all-in-one packs, amid rising incidence of respiratory illnesses

Lozenges set to see further expansion as natural trend accelerates

Shift towards proposition marketing beyond functionality, while high temperatures may boost allergy solutions

CATEGORY DATA

Table 24 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2020-2025

Table 25 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2020-2025

Table 26 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2025

Table 27 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2022-2025

Table 28 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2025-2030

Table 29 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2025-2030

Dermatologicals in the Philippines

KEY DATA FINDINGS

2025 DEVELOPMENTS

Unusual heat drives demand for skin and hair treatments

Topical germicidals/antiseptics rises with active lifestyles, while players invest in experiential marketing

Self-medication remains common in rural areas - 'taboo' products benefit from e-commerce expansion

PROSPECTS AND OPPORTUNITIES

Aesthetic consciousness increases among younger generations

Local brands expand into dermatological care with consumers focusing more on ingredients

Antiseptics evolve into sprays and creams, and e-commerce expansion will continue to push growth

CATEGORY DATA

Table 30 - Sales of Dermatologicals by Category: Value 2020-2025

Table 31 - Sales of Dermatologicals by Category: % Value Growth 2020-2025

Table 32 - NBO Company Shares of Dermatologicals: % Value 2021-2025

Table 33 - LBN Brand Shares of Dermatologicals: % Value 2022-2025

Table 34 - LBN Brand Shares of Hair Loss Treatments: % Value 2022-2025

Table 35 - Forecast Sales of Dermatologicals by Category: Value 2025-2030

Table 36 - Forecast Sales of Dermatologicals by Category: % Value Growth 2025-2030

Digestive Remedies in the Philippines

KEY DATA FINDINGS

2025 DEVELOPMENTS

Lifestyle shifts drive demand for digestive remedies

Cross-bundling gains momentum

Purchase incentives and health education boost engagement for digestive remedy brands

PROSPECTS AND OPPORTUNITIES

Rising sales projected for forecast period as hygiene challenges persist in rural areas

Social development set to drive antacid demand

Urban mobility trends and government initiatives will continue to support demand

CATEGORY DATA

Table 37 - Sales of Digestive Remedies by Category: Value 2020-2025

Table 38 - Sales of Digestive Remedies by Category: % Value Growth 2020-2025

Table 39 - NBO Company Shares of Digestive Remedies: % Value 2021-2025

Table 40 - LBN Brand Shares of Digestive Remedies: % Value 2022-2025

Table 41 - Forecast Sales of Digestive Remedies by Category: Value 2025-2030

Table 42 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2025-2030

Eye Care in the Philippines

KEY DATA FINDINGS

2025 DEVELOPMENTS

Digital exposure drives eye care demand

Cooling effects gain popularity

Shift in focus towards preventative eye care

PROSPECTS AND OPPORTUNITIES

Advanced eye care solutions become mainstream

Online channels maintain constant promotions

Japanese brands expand influence, while demand increases as temperatures rise

CATEGORY DATA

Table 43 - Sales of Eye Care by Category: Value 2020-2025

Table 44 - Sales of Eye Care by Category: % Value Growth 2020-2025

Table 45 - NBO Company Shares of Eye Care: % Value 2021-2025

Table 46 - LBN Brand Shares of Eye Care: % Value 2022-2025

Table 47 - Forecast Sales of Eye Care by Category: Value 2025-2030

Table 48 - Forecast Sales of Eye Care by Category: % Value Growth 2025-2030

NRT Smoking Cessation Aids in the Philippines

KEY DATA FINDINGS

2025 DEVELOPMENTS

- NRT gum vs the vape surge: a battle for consumer attention
- Singlebrand gravity: Nicorette's portfolio is shaping shopper expectations
- From awareness to adherence: execution levers to unlock sustainable NRT growth

PROSPECTS AND OPPORTUNITIES

- Rising tobacco taxes represent opportunity for growth
- NRT Aids will compete with heated tobacco products, although government crackdown on illegal vapes may boost demand
- Nicorette will spearhead the expansion of product offerings

CATEGORY INDICATORS

Table 49 - Number of Smokers by Gender 2020-2025

CATEGORY DATA

Table 50 - Sales of NRT Smoking Cessation Aids by Category: Value 2020-2025

Table 51 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2020-2025

Table 52 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2021-2025

Table 53 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2022-2025

Table 54 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2025-2030

Table 55 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2025-2030

Wound Care in the Philippines

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Rising health awareness supports sales in wound care in 2025
- Innovation fuels growth, with aesthetic wound care gaining ground among young consumers
- Shift towards smaller volumes and formats, while first aid kits evolve

PROSPECTS AND OPPORTUNITIES

- Growth for wound care set to accelerate in value terms during forecast period
- Polarisation expected to set in
- Institutions to invest in first-aid training, including basic wound management

CATEGORY DATA

Table 56 - Sales of Wound Care by Category: Value 2020-2025

Table 57 - Sales of Wound Care by Category: % Value Growth 2020-2025

Table 58 - NBO Company Shares of Wound Care: % Value 2021-2025

Table 59 - LBN Brand Shares of Wound Care: % Value 2022-2025

Table 60 - Forecast Sales of Wound Care by Category: Value 2025-2030

Table 61 - Forecast Sales of Wound Care by Category: % Value Growth 2025-2030

Sports Nutrition in the Philippines

KEY DATA FINDINGS

2025 DEVELOPMENTS

Running culture fuels demand for sports nutrition

Optimum Nutrition leads as retailers increase investment in promotions

Protein integrates more into everyday retail and lifestyle, while expanding e-commerce payment options boost demand

PROSPECTS AND OPPORTUNITIES

Flavour innovation attracts younger consumers

Ingredient transparency to shape purchasing behaviour as gyms expand their offerings

Health education, government campaigns and e-commerce activity will further expand market reach

CATEGORY DATA

Table 62 - Sales of Sports Nutrition by Category: Value 2020-2025

Table 63 - Sales of Sports Nutrition by Category: % Value Growth 2020-2025

Table 64 - NBO Company Shares of Sports Nutrition: % Value 2021-2025

Table 65 - LBN Brand Shares of Sports Nutrition: % Value 2022-2025

Table 66 - Forecast Sales of Sports Nutrition by Category: Value 2025-2030

Table 67 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2025-2030

Dietary Supplements in the Philippines

KEY DATA FINDINGS

2025 DEVELOPMENTS

Gummy formats gain traction with youth amid continued interest in herbal variants

Lifestyle shifts drive digestive health focus

Supplements see rising interest amid increased healthcare costs

PROSPECTS AND OPPORTUNITIES

Digital influence to further boost niche supplements

Beauty supplements among those set to see further growth

Capsules will remain in demand while personalisation will give rise to niche supplements

CATEGORY DATA

Table 68 - Sales of Dietary Supplements by Category: Value 2020-2025

Table 69 - Sales of Dietary Supplements by Category: % Value Growth 2020-2025

Table 70 - Sales of Dietary Supplements by Positioning: % Value 2020-2025

Table 71 - NBO Company Shares of Dietary Supplements: % Value 2021-2025

Table 72 - LBN Brand Shares of Dietary Supplements: % Value 2022-2025

Table 73 - Forecast Sales of Dietary Supplements by Category: Value 2025-2030

Table 74 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2025-2030

Vitamins in the Philippines

KEY DATA FINDINGS

2025 DEVELOPMENTS

Beauty vitamins surge with celebrity and influencer endorsements

Multivitamins rises fastest, while vitamin C remains trusted preventive supplement

Digitalisation elevates lesser-known brands

PROSPECTS AND OPPORTUNITIES

Multivitamins preferred for value and convenience

Capsules win out on price and perceived healthiness, though gummies will expand thanks to appealing taste

Smarter buying behaviour will be driven by education and digital tools

CATEGORY DATA

Table 75 - Sales of Vitamins by Category: Value 2020-2025

Table 76 - Sales of Vitamins by Category: % Value Growth 2020-2025

Table 77 - Sales of Multivitamins by Positioning: % Value 2020-2025

Table 78 - NBO Company Shares of Vitamins: % Value 2021-2025

Table 79 - LBN Brand Shares of Vitamins: % Value 2022-2025

Table 80 - Forecast Sales of Vitamins by Category: Value 2025-2030

Table 81 - Forecast Sales of Vitamins by Category: % Value Growth 2025-2030

Weight Management and Wellbeing in the Philippines

KEY DATA FINDINGS

2025 DEVELOPMENTS

Convenience culture fuels demand for weight management solutions

Gut health gains ground as a weight management priority

Social influence and urbanisation drive youth engagement

PROSPECTS AND OPPORTUNITIES

Familiar ingredients drive consumer trust: L-carnitine and apple cider vinegar

Small formats, big impact: the rise of trial and travel sizes

Dual-purpose innovation: beauty drinks with weight management benefits

CATEGORY DATA

Table 82 - Sales of Weight Management and Wellbeing by Category: Value 2020-2025

Table 83 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2020-2025

Table 84 - NBO Company Shares of Weight Management and Wellbeing: % Value 2021-2025

Table 85 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2022-2025

Table 86 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2025-2030

Table 87 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2025-2030

Herbal/Traditional Products in the Philippines

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumer demand for immunity, beauty and digestive health

Rapid growth of 'others' within increasingly fragmented competitive landscape

Rapid online shift and rising interest in ingredients

PROSPECTS AND OPPORTUNITIES

Continued innovation and the rise of combination products

Increased regulatory scrutiny and consumer sophistication

Expanded retail distribution will drive demand, combined with growing popularity of herb gardening as a hobby

CATEGORY DATA

Table 88 - Sales of Herbal/Traditional Products by Category: Value 2020-2025

Table 89 - Sales of Herbal/Traditional Products by Category: % Value Growth 2020-2025

Table 90 - NBO Company Shares of Herbal/Traditional Products: % Value 2021-2025

Table 91 - LBN Brand Shares of Herbal/Traditional Products: % Value 2022-2025

Table 92 - Forecast Sales of Herbal/Traditional Products by Category: Value 2025-2030

Table 93 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2025-2030

Paediatric Consumer Health in the Philippines

KEY DATA FINDINGS

2025 DEVELOPMENTS

Parental concern drives category growth in 2025

Loyalty and membership programmes drive consumer purchases

Paediatricians are valued as key source of information

PROSPECTS AND OPPORTUNITIES

Despite near-saturation, growth will continue during forecast period

Greater demand for paediatric probiotics, alongside sharpened focus on digestive health in children

Increased screen time will drive demand for children's eye care products

CATEGORY DATA

Table 94 - Sales of Paediatric Consumer Health by Category: Value 2020-2025

Table 95 - Sales of Paediatric Consumer Health by Category: % Value Growth 2020-2025

Table 96 - NBO Company Shares of Paediatric Consumer Health: % Value 2021-2025

Table 97 - LBN Brand Shares of Paediatric Consumer Health: % Value 2022-2025

Table 98 - Forecast Sales of Paediatric Consumer Health by Category: Value 2025-2030

Table 99 - Forecast Sales of Paediatric Consumer Health by Category: % 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-the-philippines/report.