



Euromonitor
International

Consumer Health in Ireland

October 2025

Table of Contents

Consumer Health in Ireland

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 Ireland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Analgesics sees modest growth in 2025, driven by over-the-counter analgesics

Consumers increasingly interested in private label brands as they seek value for money

Pharmacies leads sales and registers dynamic growth

PROSPECTS AND OPPORTUNITIES

Analgesics will enjoy continued growth throughout the forecast period

E-commerce will become a more significant distribution channel

Holistic health will remain an ongoing trend in the coming years

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 Ireland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stress and anxiety boost sales of sleep aids in 2025

Trust is the key factor in Nytol's success

Pharmacies continues to dominate sales, though e-commerce registers slight increase in share

PROSPECTS AND OPPORTUNITIES

Growth expected as stress increases use cases

Sleep tracking technology will help personalise sleep aid recommendations

Herbal and traditional products will appeal to consumers' long-term health goals

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 Ireland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Allergy awareness boosts category growth in 2025

Consumer loyalty maintains Reckitt Benckiser's leading position

E-commerce sees dynamic growth as consumers choose convenience and value for money

PROSPECTS AND OPPORTUNITIES

Environmental factors will boost demand for allergy relief over the forecast period

Technology will boost awareness and adherence

Natural claims will become increasingly commonplace

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 Ireland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Dermatologicals register modest growth in 2025

Bayer continues to lead due to increased demand for effective dermatologicals

Pharmacies remains dominant thanks to trusted advice and wide range of products

PROSPECTS AND OPPORTUNITIES

Growth in the category is expected to continue as social media boosts interest in hair loss and other dermatologicals

Technology is broadening the spectrum of products being recommended for skin complaints

Regulation is shaping the ingredients used in dermatologicals

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 Ireland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Awareness of complex digestive issues contributes to category growth in 2025

Reckitt Benckiser benefits from flagship brand popularity

Pharmacies remain popular with bundle offers, loyalty schemes and tailored advice

PROSPECTS AND OPPORTUNITIES

Digestive remedies is expected to continue registering moderate growth

Technology will support awareness of lesser-known conditions, boosting e-commerce sales

Natural remedies set to benefit from perceived “gentle” efficacy

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 Ireland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Increasing screen time and allergy season boost eye care sales in 2025

Private label grows due to wide range of eye care products

Pharmacies remains dominant as consumers value expert advice

PROSPECTS AND OPPORTUNITIES

Lifestyle factors will boost regular use of eye care products over the forecast period

New product formats and education will boost category sales

Holistic wellness trend will drive growth in natural and hypoallergenic formulas

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 Ireland

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Decline in smoking prevalence continues to benefit NRT in 2025
- Nicorette brands continue to lead NRT sales in Ireland
- Pharmacies remains the dominant distribution channel

PROSPECTS AND OPPORTUNITIES

- Growth expected to continue as Ireland aims to be “tobacco-free”
- Monitoring of habits and on-the-go support will boost NRT effectiveness and support category growth
- NRT will benefit from alignment with lifestyle trends

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 Ireland

KEY DATA FINDINGS

2025 DEVELOPMENTS

- Lifestyle trends increase the need for wound care in 2025
- Cost drives private label growth, despite dominance of trusted brands
- Convenience remains top of mind for woundcare channels

PROSPECTS AND OPPORTUNITIES

- Lifestyle trends and ageing population will remain key factors in wound care growth
- Advancements in technology set to aid speed of healing
- Sustainability will remain a key trend in wound care

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 Ireland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Ireland's sports nutrition enjoys notable expansion in 2025

Fulfil retains its lead but loses share to Optimum Nutrition

Online growth and offline expansion support sales of sports nutrition

PROSPECTS AND OPPORTUNITIES

Ireland's sports nutrition will see sustained growth in the coming years

New marketing strategies on the horizon

Health-conscious consumers will demand greater ingredient transparency

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 Ireland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Dietary supplements continue to outperform vitamins in 2025

Revive Active helps consolidate Galway Natural Health's leadership position

Subscription websites such as Symprove aid e-commerce growth

PROSPECTS AND OPPORTUNITIES

Growth predicted for dietary supplements over the forecast period

Format innovation crucial to outperforming brands in crowded spaces

E-commerce is expected to extend its channel share

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 Ireland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Vitamin D focus helps drive topline growth for vitamins

Vitabiotics maintains its leading position in 2025

Retail e-commerce continues to pull away from pharmacies as leading distribution channel

PROSPECTS AND OPPORTUNITIES

Stable growth forecast for vitamins, with vitamin D helping propel sales

Digital health tools and platforms may support sales and consumer awareness

Opportunities available through premium features and positioning

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 Ireland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Shift to lifestyle-based weight loss contributes to category slowdown

Glanbia and Atkins reassess brand priorities in 2025

Trust and convenience define distribution trends

PROSPECTS AND OPPORTUNITIES

Natural health trends will reshape industry trajectory

Medical weight loss will continue to challenge the industry

Rise of holistic and preventative lifestyles may see brands align with government-backed weight loss programmes

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 Ireland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Herbal/traditional products sees modest growth amid shifting consumer priorities

Mondelez continues to lead sales in 2025 with its Halls brand

Traditional retail dominates, but digital channel accelerates

PROSPECTS AND OPPORTUNITIES

Slower growth predicted for herbal/traditional products in Ireland

Rise of functional and multi-benefit products bodes well for innovation

Clean, natural ingredients will fuel category expansion

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 Ireland

KEY DATA FINDINGS

2025 DEVELOPMENTS

Paediatric consumer health continues to grow despite declining birth rates

Reckitt Benckiser continues to lead with Nurofen

Pharmacies remains the largest channel, offering trusted advice

PROSPECTS AND OPPORTUNITIES

Growth in paediatric health expected to continue, albeit at a slower rate due to population dynamics

Digital trends in Ireland will support the growth of paediatric health

Sustainability and natural formulas set to gain traction

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-ireland/report.