



Euromonitor
International

Consumer Health in Sri Lanka

October 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?

Chart 1 - Consumer Health: Small Local Grocer

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

Economic pressure and dengue outbreaks sustain steady demand for affordable pain relief

GSK maintains leadership while Hemas gains ground through pricing and pharmacy partnerships

Pharmacies dominate distribution while e-commerce and telehealth reshape consumer access

Prospects and Opportunities

Ageing population, lifestyle shifts, and self-medication sustain long-term analgesic demand

Digitally integrated distribution and smart packaging drive the next wave of innovation

Regulatory scrutiny and health-conscious innovation shape the future of pain relief

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

Seasonal illness spikes and growing herbal preference underpin category resilience

Siddhalepa retains a dominant share as Astron strengthens presence through premium innovation

Pharmacies remain core distribution hubs as e-commerce accelerates among urban consumers

Prospects and Opportunities

Recurring viral outbreaks and preventive health culture to drive gradual growth

Digital health integration and product innovation enhance accessibility and consumer engagement

Regulatory vigilance and Ayurvedic health convergence shape the category's future

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

Self-medication and price sensitivity sustain demand for affordable digestive remedies

GSK maintains category leadership while Abbott gains momentum with affordable tablet formats

Pharmacies dominate distribution as e-commerce expands among urban wellness consumers

Prospects and Opportunities

Rising dietary challenges and ageing population to sustain long-term digestive remedy use

Digital tools, smart packaging, and innovation in digestive formats enhance accessibility

Stricter regulation and consumer demand for clean, herbal solutions drive product evolution

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

Rising incidence of skin infections and heat-related conditions sustains demand for affordable treatments

Hemas strengthens value position as GSK gains traction with specialised skin treatments

Pharmacies dominate distribution as e-commerce and digital skincare platforms expand

Prospects and Opportunities

Skin health awareness and urban lifestyle stressors to sustain long-term category growth

Digital diagnostics and smart formulations reshape consumer access and innovation

Regulatory scrutiny and sustainability trends accelerate shift toward ethical, clean-label skincare

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

Market normalises after post-pandemic stockpiling as essential demand remains steady

Prince leads recovery in affordable wound care while Indian-sourced brands gain share

Modern trade dominates wound care sales as e-commerce expands for home-use products

Prospects and Opportunities

Household first aid habits and self-care culture to support stable long-term demand

Digital integration enhances product traceability, accessibility, and supply efficiency

Import regulation and sustainability pressures shape the next phase of market evolution

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

Preventative health trends and affordability concerns sustain demand for daily supplements

Hemas maintains a prominent position as Astron capitalises on natural and Ayurvedic innovation

Pharmacies remain dominant while e-commerce gains ground among urban consumers

Prospects and Opportunities

Ageing population and lifestyle shifts to drive steady expansion in supplement usage

Personalised nutrition and product innovation reshape the consumer experience

Regulation, clean-label innovation, and sustainability define the next growth phase

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

2025 Developments

Urban lifestyle shifts and post-pandemic wellness trends support steady growth in weight management

Herbalife maintains leadership as Baraka Naturals captures demand for affordable local solutions

Pharmacies retain trust-based leadership while e-commerce attracts younger consumers seeking discretion

Prospects and Opportunities

Rising obesity and chronic health awareness to fuel long-term category expansion

Technology enables personalised wellness and advanced product formats

Regulatory scrutiny and ethical consumption trends to shape future innovation

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

2025 Developments

Expanding fitness culture and youth engagement drive growth in sports nutrition

Optimum Nutrition retains leadership while MyProtein and local brands fuel competition

Specialist gyms lead distribution while e-commerce accelerates among urban fitness consumers

Prospects and Opportunities

Rising health awareness and active lifestyles to drive steady long-term category growth

Technology and clean-label innovation redefine sports nutrition offerings

Sustainability, regulation, and ingredient transparency shape future industry standards

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

Post-pandemic immunity focus and lifestyle health concerns sustain demand for herbal remedies

Siddhalepa maintains leadership as Beam and new Ayurvedic innovators intensify competition

General trade dominates sales while e-commerce drives growth among wellness-focused consumers

Prospects and Opportunities

Preventive self-care and chronic health management to sustain category expansion

Digitalisation and traceability enhance consumer trust and product innovation

Regulatory delays, sustainable sourcing, and raw material shortages influence future growth

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-sri-lanka/report.