



# Consumer Health in the Netherlands

October 2025

Table of Contents

## Consumer Health in the Netherlands

### 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 Netherlands

### KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Rising prices contribute to value growth

Private label takes the lead in analgesics

Health and beauty specialists lead as retail e-commerce sees dynamic performance

### PROSPECTS AND OPPORTUNITIES

Product development is crucial to future growth

Format development is expected to capture growing demand for ibuprofen

Focus on liquid capsules format to deliver rapid relief

### 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 Netherlands

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sleeping aids attract consumers with premium variants

Concentrated landscape led by Cooper Consumer Health BV

Notable shift towards retail e-commerce distribution

### PROSPECTS AND OPPORTUNITIES

Strong commitment to product development and innovation will entice consumers looking to resolve sleep issues

Social pressures and fast lifestyles will drive sales of sleep aids

Herbal/traditional products already well-established

### 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 Netherlands

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Flu epidemic boosts sales in 2025

Reckitt Benckiser Healthcare BV leads the category

Health and beauty specialists benefit from private label

### PROSPECTS AND OPPORTUNITIES

Moderate outlook despite maturity

Rising incidence of allergies will drive growth in antihistamines/allergy remedies

Paediatric lines are set to expand

### 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 Netherlands

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Dermatologicals embraces its potential with marketing support

Haleon Netherlands BV sustains leading position aided by price increases

Drugstores use interactive digital screens to give shoppers advice

## PROSPECTS AND OPPORTUNITIES

Steady growth prospects as manufacturers invest

Topical germicidals/antiseptics poised for growth

Limited switching activity due to red tape and costs

## 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 Netherlands

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

lbs treatments witness strong performance

Bayer Consumer Care BV leads the category with heavy marketing support

Retail e-commerce is growing rapidly

### PROSPECTS AND OPPORTUNITIES

Modest outlook for digestive remedies

Paediatric digestive remedies shows promise growing from low base

Convenience formats will support development of antacids

## 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 Netherlands

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Plethora of eye care yields sales opportunities

Concentrated landscape led by Biohorma BV

Drugstores capture large slice of eye care sales

### PROSPECTS AND OPPORTUNITIES

Buoyant outlook for eye care

Natural ingredients provide both an opportunity and threat

Child-specific eye care products offer scope for segmentation

## 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 Netherlands

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Advertising campaigns drive awareness and promote new formats

Haleon Netherlands BV garners strong position with category leading Nicotinell brand

Drugstores remain a firm choice as e-commerce gains traction

### PROSPECTS AND OPPORTUNITIES

Growth potential ensues for NRT smoking cessation aids

NRT gums to generate positive growth

Health prevention campaigns help to drive awareness

### 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 Netherlands

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Added value products underpin healthy growth in wound care

Major brands lose ground to niche players

Distribution shifts toward e-commerce and convenience stores

### PROSPECTS AND OPPORTUNITIES

Specialist products for different consumer segments to drive value sales

Wound care unit prices are set to rise further

Household penetration of first aid kits set to rise

#### 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 Netherlands

### KEY DATA FINDINGS

## 2025 DEVELOPMENTS

Sports nutrition continues to develop at steady pace  
Smaller brands are proving tough competition for leading players  
E-commerce consolidates its lead in distribution

## PROSPECTS AND OPPORTUNITIES

Healthy outlook as consumer demand continues to rise  
Digitalisation is shaping health awareness  
Ready to drink formats have strong potential

## 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 Netherlands

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Proactive and preventative health care supports dietary supplements  
Omega Pharma BV leads a highly fragmented landscape  
Retail e-commerce bolsters its position

#### PROSPECTS AND OPPORTUNITIES

Robust growth for dietary supplements  
Influencers will play a growing role in digital channels  
Rising competition from homoeopathic products

#### 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 Netherlands

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Strong flu season boosts demand for vitamin C  
Omega Pharma Nederland BV holds notable lead in vitamins landscape  
Retail e-commerce gains ground in vitamins

#### PROSPECTS AND OPPORTUNITIES

Steady pace of growth as single vitamins take centrestage  
Rising demand for premium vitamins  
Grocery retailers face challenges to increase share

## 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 Netherlands

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Solid performance as the category faces external competition

The competitive landscape intensifies as brands and private label revamp their lines

E-commerce reinforces its prominence with further share gains

### PROSPECTS AND OPPORTUNITIES

Rising obesity is likely to expand consumer base

Innovation is crucial as competition intensifies

Growing concerns regarding weight loss products sold on social media

## 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 Netherlands

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Strong performance for herbal/traditional products

Biohorma BV leads a fragmented competitive landscape

Health and beauty specialists lose further ground to retail e-commerce

### PROSPECTS AND OPPORTUNITIES

Shifting consumer lifestyles to drive demand

Premiumisation to support value growth

Investment set to bring greater product diversity

## 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 Netherlands

## KEY DATA FINDINGS

### 2025 DEVELOPMENTS

Stronger promotional support from brands and private label  
Omega Pharma Nederland BV sustains leading position  
Health and beauty specialists are central point for children's products

### PROSPECTS AND OPPORTUNITIES

Modest outlook as the category is far from maturity  
Scope for development in paediatric allergy remedies  
Licensing offers useful marketing tool in some categories

### 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-netherlands/report](http://www.euromonitor.com/consumer-health-in-the-netherlands/report).