

TOP NON-MEDICAL DRUG PRODUCT SALES & LEADING PHARMACY CHAINS IN THE UAE

DATA-DRIVEN RESEARCH OVERVIEW

PRESENTED BY

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BRIEF OVERVIEW ON THE CONTENT

❖ Purpose:

Analysis of non-medical pharmacy product sales in UAE

❖ Focus:

Top 10 pharmacy chains and their best selling non-medical items

❖ Relevance:

Insightful for marketers, pharmacists, and business stakeholders



Top 10 Pharmacy Chains in the UAE

1. Aster Pharmacy
2. Life Pharmacy
3. Boots Pharmacy
4. BinSina Pharmacy
5. Supercare Pharmacy
6. Health First Pharmacy
7. Medicina Pharmacy
8. Thumbay Pharmacy
9. Al Ain Pharmacy
10. Docib Pharmacy

► **References:** Zawya Business, Retail ME 2024 Rankings.

Top Pharmacy Chains & Trading Arms*

No.	Pharmacy Chain	Trading Arm	No. of Outlets
1	Life Pharmacies	Nutripharm / Life Healthcare Group	Over 300 outlets*
2	Aster Pharmacies	Alfa One	Over 200 outlets*
3	Boots Pharmacies	Retail Arabia	90 outlets*
4	BinSina Pharmacies	Al Khayyat Investments	Over 90 outlets*
5	Medicina Pharmacies	Pharmalink	Over 80 outlets*
6	Health First Pharmacies	Planet Pharmacies	Over 70 outlets*
7	Supercare Pharmacies	Vitamed / Gulf Marketing Group (GMG)	Over 50 outlets*
8	Al Ain Pharmacies	Al Ain Pharmacies Group	Over 50 outlets*
9	Al Manara Pharmacies	Al Manarah Medicine Store (AMMS)	Over 50 outlets*
10	Thumbay Pharmacies	Thumbay Group	Over 45+ Outlets**
11	Docib Pharmacies	Lulu Group	Over 30 outlets***
12	Medi Prime Pharmacies	PRIME Healthcare Group.	Over 15 outlets*

- *** Reason for Ranking:** Based on Number of outlets reflects market presence and consumer reach, a common metric for retail chain prominence ([Bolst Global](#)).
- **** Reference:** [About us - Thumbay Group](#)
- ***** Reference:** docibgroup.com/about-us/docib-about-us-overview

UAE Market Size – Top Categories of Non-Medical Products

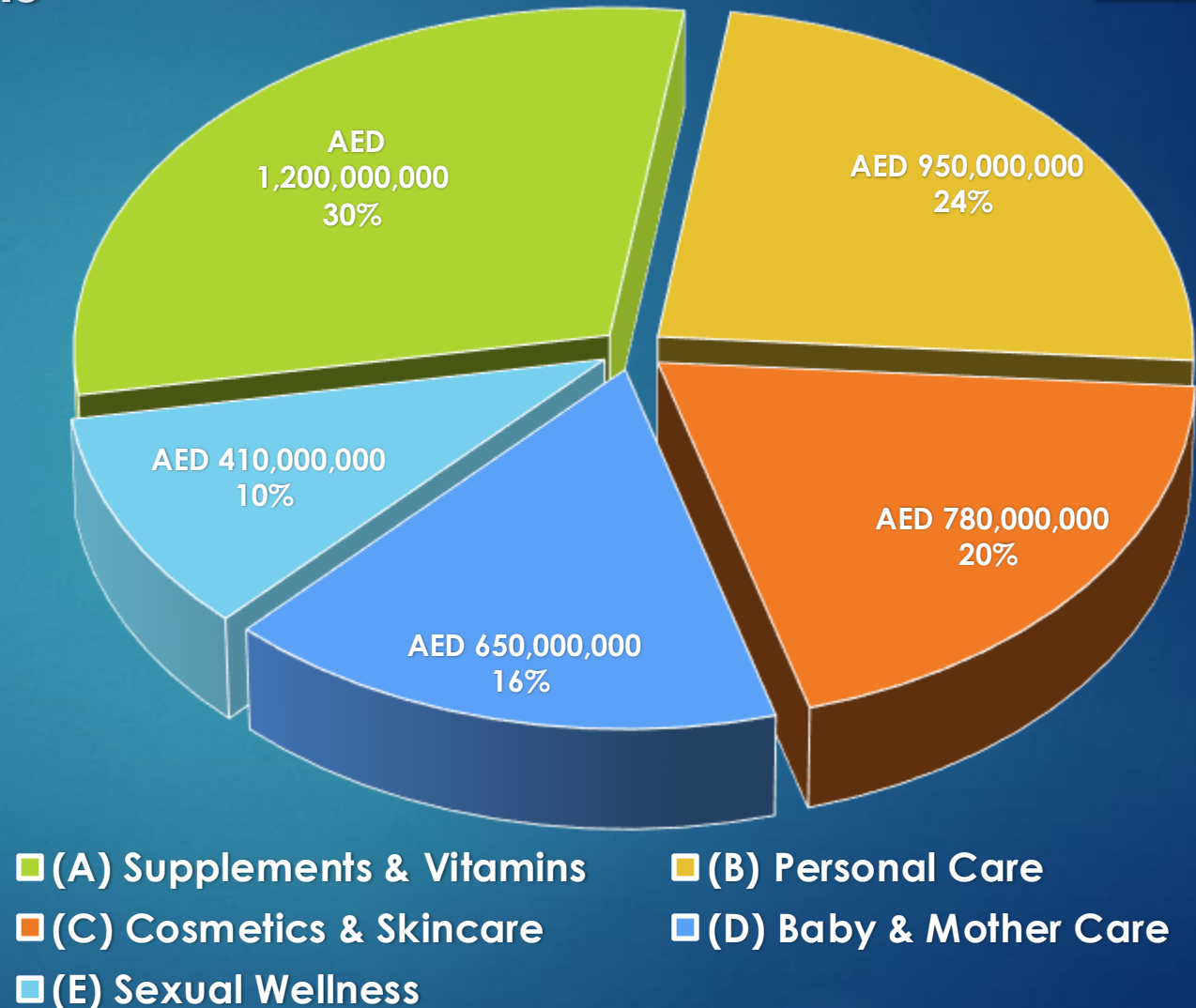


■ N.B.: Sales Data extracted from IQVIA MENA Report 2023, Gulf Marketing Review

Top Selling Non-Medical Product Categories among Top 5 chains (Aster, Life, Boots, BinSina, and Supercare):

- A. Supplements & Vitamins
- B. Personal Care
- C. Cosmetics & Skincare
- D. Baby & Mother Care
- E. Sexual Wellness

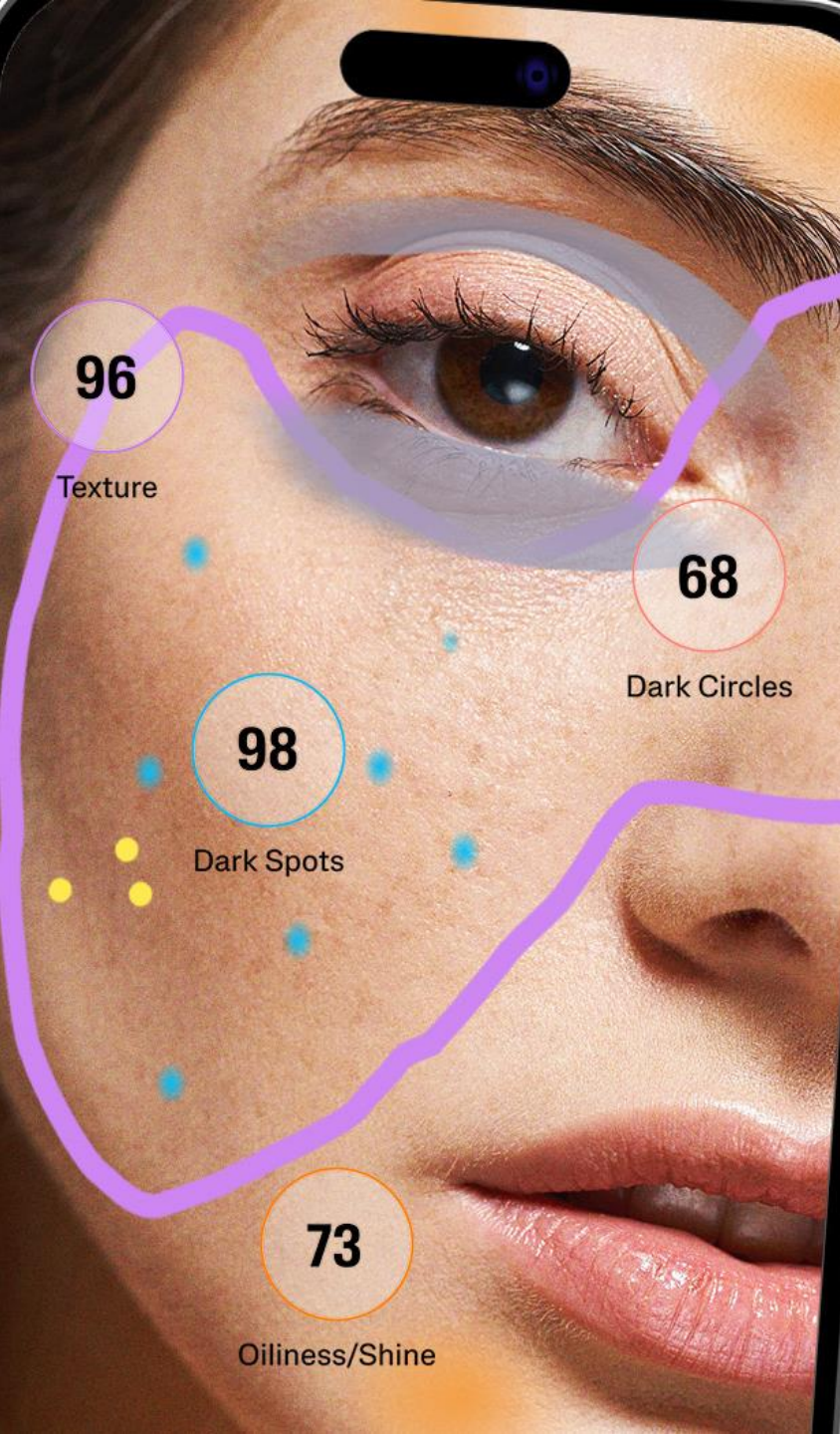
UAE Market Captiilization



Top Selling Non-Medical Product of (A.) Supplements & Vitamins Category:

1. Centrum Multivitamin
2. Seven Seas Cod Liver Oil
3. Sambucol Immune Support
4. GNC Probiotic Complex
5. Puritan's Pride Biotin





Top Selling Non-Medical Product of (B.) Personal Care Category:

1. Cetaphil Gentle Skin Cleanser
2. Dove Body Wash
3. Nivea Deodorant
4. Sensodyne Toothpaste
5. Always Ultra Thin Pads

Top Selling Non-Medical Product of (C.) Cosmetics & Skincare Category:

1. La Roche-Posay Sunscreen
2. The Ordinary Niacinamide
3. Neutrogena Hydro Boost
4. Bioderma Micellar Water
5. Garnier Vitamin C Serum



Top Selling Non-Medical Product of (C.) Baby & Mother Care Category:

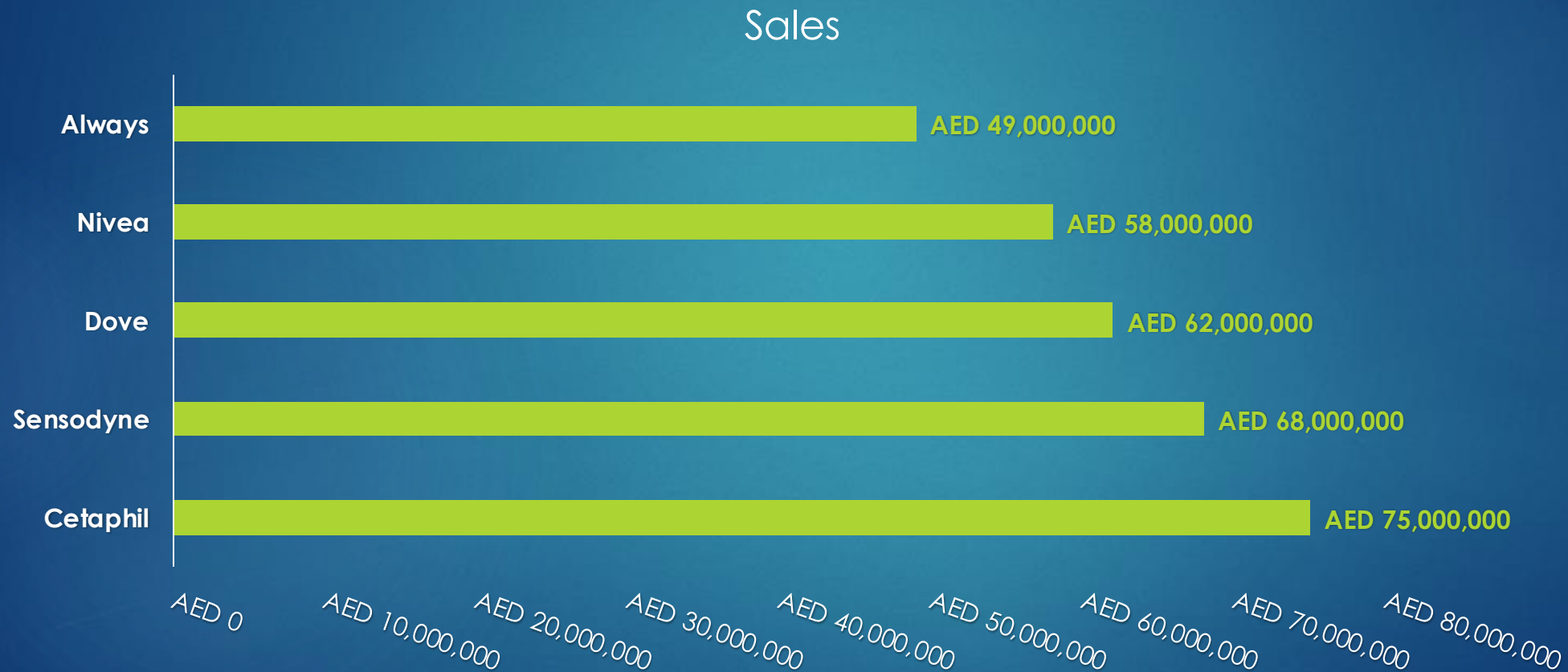
1. Aptamil Infant Formula
2. Sudocrem Diaper Rash
3. Johnson's Baby Oil
4. Mustela Cleansing Gel
5. Pigeon Baby Wipes



Top Selling Non-Medical Product of (E.) Sexual Wellness Category:

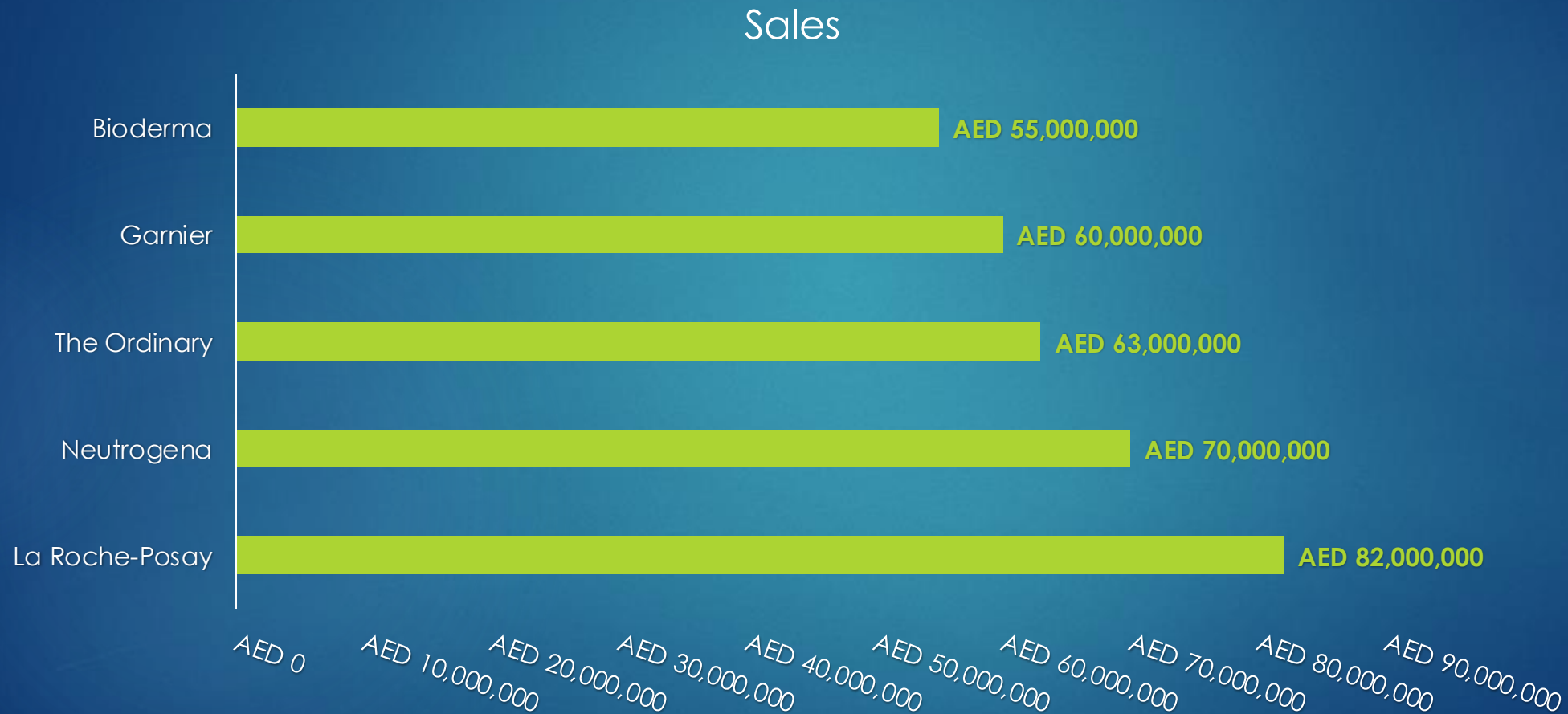
1. Durex Extra Safe Condoms
2. KY Jelly
3. Durex Vibrations Ring
4. Viaman Capsules
5. VigRX Delay Spray

Sales Value of (B.) Personal Care Category:




■ N.B.: Sales Data compiled from Nielsen UAE Retail Sales Report 2023

Sales Value of (C.) Cosmetics & Skincare Category:



■ N.B.: Sales Data compiled from Nielsen UAE Retail Sales Report 2023



PITCH DECK

Mirjam Nilsson

Product benefits

- Simple and efficient to use
- Easy access to customer service
- Quick online ordering

Summary

At Contoso, we believe in giving 110%. By closing the loop and delivering wholesale medical supplies, we help hospitals grow and nurture their patients with the latest healthcare products. We thrive because of our market knowledge and a great team behind our product. As our CEO says, "Efficiencies will come from proactively transforming how we do business."



Thank you



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