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Zuellig Pharma acquires brands from Bayer to strengthen consumer healthcare portfolio

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To strengthen and scale consumer healthcare portfolio across Asia



Singapore-headquartered Zuellig Pharma has acquired all rights, title, and interest in and to the Zam-Buk® and Vapex® consumer healthcare brands from Bayer Consumer Care AG for Thailand, Singapore, Indonesia, Malaysia and Brunei.

Zam-Buk® is an ointment used for the temporary relief of pain and itch, including discomfort from insect bites. First launched in 1902, Zam-Buk® has retained strong brand equity over the decades and is widely perceived as a trusted household brand.

Vapex® is a nasal inhaler used to help relieve nasal congestion. Launched in 1917, Vapex® has built meaningful brand recognition, particularly in Thailand.

The acquisition of the brands supports Zuellig Pharma's strategic priority to strengthen and scale its consumer healthcare portfolio across Asia. It also marks the company's second consumer healthcare acquisition, following Propan in the Philippines, reinforcing its focus on building a strong commercial platform for trusted, everyday healthcare products in the region.