

## **Herbal/Traditional Products in Canada**

Market Direction | 2022-09-20 | 27 pages | Euromonitor

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### **Report description:**

Some herbal/traditional products in Canada, such as herbal/traditional cough, cold and allergy (hay fever) products, saw decline at the height of the pandemic due to a reduction in on-the-go use occasions during lockdown but have seen growth in 2022 once again as public health measures such as mask mandates were lifted earlier in the year and consumers have returned to pre-pandemic levels of activity outside of the home. Topical analgesics is expected to continue to record substantial current va...

Euromonitor International's Herbal/Traditional Products in Canada report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Herbal/Traditional Cough, Cold and Allergy (Hay Fever) Remedies, Herbal/Traditional Dermatologicals, Herbal/Traditional Dietary Supplements, Herbal/Traditional Digestive Remedies, Herbal/Traditional Paediatric Dietary Supplements, Herbal/Traditional Sleep Aids, Herbal/Traditional Tonics, Herbal/Traditional Topical Analgesics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Herbal/Traditional Products market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International

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Herbal/traditional products benefits from Canada's deepening health and wellness trend in 2022

Herbal/traditional products must be authorised by Health Canada

Cadbury Adams benefits from a strong brand reputation in a fragmented field

#### PROSPECTS AND OPPORTUNITIES

A return to pre-pandemic levels of activity in Canada will drive sales in herbal/traditional products across the forecast period

Canada's ageing population will continue to boost sales of topical analgesics and sleep aids in the coming years

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