

Herbal/Traditional Products in China

Market Direction | 2022-09-27 | 24 pages | Euromonitor

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Report description:

Despite a notable slowdown in growth compared to the previous year, value sales of herbal/traditional products in China continue to rise in 2022. After TCM (traditional Chinese medicine) was proven to be helpful in the treatment of COVID-19 symptoms, herbal/traditional products has gained greater trust and witnessed a revival among Chinese consumers. Consumers' expectations of herbal/traditional products are focusing more on holistic health or relieving ?sub-health? conditions, rather than treat...

Euromonitor International's Herbal/Traditional Products in China 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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