

Herbal/Traditional Products in New Zealand

Market Direction | 2022-10-13 | 25 pages | Euromonitor

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Report description:

Herbal/traditional products continues to benefit from the growing focus on health wellness and the growing demand for natural and more ethically sourced products. A range of herbal/traditional products are promoting themselves as being better for the climate such as claims of offsetting their carbon, use of green packaging, giving to social causes in their community, or investing in their local environment. These claims are resonating well with consumers in 2022, with consumers becoming increasi...

Euromonitor International's Herbal/Traditional Products in New Zealand 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.

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HERBAL/TRADITIONAL PRODUCTS IN NEW ZEALAND

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Herbal/traditional sleep aids thriving

Herbal/traditional sleep aids new product developments boost value sales

PROSPECTS AND OPPORTUNITIES

Health and wellness trend expected to support further gains for herbal/traditional products over the forecast period

Herbal/traditional sleep aids likely to continue recording strong growth

An increase in cases of cold and flu set to benefit sales, along with consumers taking a preventative approach to their health

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