

## **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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## Table of Contents:

Herbal/Traditional Products in New Zealand  
Euromonitor International  
October 2022

List Of Contents And Tables

### HERBAL/TRADITIONAL PRODUCTS IN NEW ZEALAND

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Health and wellness trend continues to favour herbal/traditional products

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

#### CATEGORY DATA

Table 1 Sales of Herbal/Traditional Products by Category: Value 2017-2022

Table 2 Sales of Herbal/Traditional Products by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Herbal/Traditional Products: % Value 2018-2022

Table 4 LBN Brand Shares of Herbal/Traditional Products: % Value 2019-2022

Table 5 Forecast Sales of Herbal/Traditional Products by Category: Value 2022-2027

Table 6 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2022-2027

### CONSUMER HEALTH IN NEW ZEALAND

#### EXECUTIVE SUMMARY

Consumer health in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer health?

#### MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2017-2022

Table 8 Life Expectancy at Birth 2017-2022

#### MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2017-2022

Table 10 Sales of Consumer Health by Category: % Value Growth 2017-2022

Table 11 NBO Company Shares of Consumer Health: % Value 2018-2022

Table 12 LBN Brand Shares of Consumer Health: % Value 2019-2022

Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2017-2022

Table 14 Distribution of Consumer Health by Format: % Value 2017-2022

Table 15 Distribution of Consumer Health by Format and Category: % Value 2022

Table 16 □Forecast Sales of Consumer Health by Category: Value 2022-2027

Table 17 □Forecast Sales of Consumer Health by Category: % Value Growth 2022-2027

#### APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

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Self-medication/self-care and preventive medicine

Switches

Summary 1 OTC: Switches 2021-2022

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 Research Sources

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