

Herbal/Traditional Products in India

Market Direction | 2022-11-23 | 24 pages | Euromonitor

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Report description:

In 2022, players within cough, cold and allergy (hay fever) remedies have been intensifying their offer of herbal/traditional ingredients in a bid to attract new consumers. As a result of a sharp decline in severity of the pandemic in India, local consumers are returning their attention to addressing symptoms of common colds and coughs, with herbal/traditional players aiming to leverage this scenario and drive uptake. In India, the use of natural and traditional ingredients such as tulsi, amla,...

Euromonitor International's Herbal/Traditional Products in India 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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Dabur retains leadership through regular launches across the category

Heightened health awareness benefits herbal/traditional products

PROSPECTS AND OPPORTUNITIES

Players to launch new formats to drive up demand for herbal/traditional products

Growth of herbal/traditional products to stabilise as fear of COVID-19 wanes

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