

Herbal/Traditional Products in South Africa

Market Direction | 2022-12-07 | 23 pages | Euromonitor

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Report description:

Much of the review period saw strong demand for herbal/traditional products from consumers who were searching for alternatives to boost their immunity, with retailers addressing the demand by launching new herbal products across multiple categories. However, given the current challenging environment in 2022 where South Africans are having to increasingly prioritise their expenditure, they are shifting back to medicated OTC products which are perceived as providing faster relief and as being more...

Euromonitor International's Herbal/Traditional Products in South Africa 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 SOUTH AFRICA

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Growth stabilises against a challenging economic backdrop

Players launch products using familiar ingredients

Further growth for private label due to affordable price points

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Focus on ingredients will drive demand for herbal/traditional products

Price sensitivity will impact demand as consumers reduce purchases or trade down

Established tradition of using herbal/traditional alternatives to drive sales

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Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

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