

Herbal/Traditional Products in Australia

Market Direction | 2022-11-15 | 26 pages | Euromonitor

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Report description:

Herbal/traditional products continues to benefit from self-care and pampering trends in 2022. For instance, demand for herbal/traditional topical analgesics continues to rise as consumers retain overall wellbeing trends following home seclusion along with a move away from overreliance on OTC alternatives for various pain issues. For instance, Tiger Balm from Haw Par Corp Ltd is a popular choice amongst local consumers to provide soothing relief from muscular aches and pains. The pandemic resulte...

Euromonitor International's Herbal/Traditional Products in Australia 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 AUSTRALIA

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E-commerce gains further ground in 2022 but remains small distribution channel

New product development within herbal/traditional cough, cold and allergy (hay fever) remedies supports value growth

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