

Herbal/Traditional Products in the US

Market Direction | 2022-10-07 | 27 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

After a year of unprecedented growth in 2020 and a subsequent slowdown in 2021, in 2022 herbal/traditional dietary supplements is set to record a level of growth that is still lower than in 2020, but higher than in 2021, representing a return to steady expansion. Cranberry has performed particularly well, almost doubling its growth from the previous year, likely due to an increased number of consumers using it for various digestive and urinary concerns. The brand Azo continues to dominate cranbe...

Euromonitor International's Herbal/Traditional Products in USA 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

reliable information resources to help drive informed strategic planning.

Table of Contents:

Herbal/Traditional Products in the US
Euromonitor International
February 2023

List Of Contents And Tables

HERBAL/TRADITIONAL PRODUCTS IN THE US

KEY DATA FINDINGS

2022 DEVELOPMENTS

Herbal/traditional dietary supplements sees stronger growth than previous year

Several CBD brands see large declines

Concerns about excessive consumption of melatonin leads to questions about safety of herbal products

PROSPECTS AND OPPORTUNITIES

Supply chain issues to test brands' resilience

Innovation key to maintaining growth for herbal/traditional products

Efficacy and safety concerns could temper the growth of herbal/traditional products

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 THE US

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

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

Summary 1 OTC: Switches 2021-2022

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Herbal/Traditional Products in the US

Market Direction | 2022-10-07 | 27 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-03"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com