

## **Herbal/Traditional Products in China**

Market Direction | 2023-09-21 | 22 pages | Euromonitor

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### **Report description:**

The resumption of offline activities and offline traffic is bringing back the buzz for nurturing products (also known as "yang sheng"), a major component of herbal/traditional dietary supplements. COVID-19 restrictions weighed down sales of herbal/traditional nurturing products such as e-jiao, which has a heavy reliance on distribution through offline channels such as pharmacies. Nurturing products capture consumers' rising demand for general health and preventative health and delivered encourag...

Euromonitor International's Herbal/Traditional Products in China report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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reliable information resources to help drive informed strategic planning.

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