

Herbal/Traditional Products in South Africa

Market Direction | 2023-10-20 | 23 pages | Euromonitor

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Report description:

Since the pandemic, consumers have slowly begun to prioritise their health and wellness. This in turn has led to growing sales of herbal/traditional products. For example, Clicks stocks a brand called Sela. Sela is a tea bag brand that is available in a variety of variants made from traditional African herbs. Each format of tea bag includes different herbs that treat a variety of ailments, such as tea for bladder and kidney support and even high blood pressure. During the review period, more ind...

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 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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Consumers increasingly favour consumer health products with familiar ingredients

Herbal/traditional products continue to see an increase in retail value sales despite the tough economic conditions

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