

## **Herbal/Traditional Products in the Philippines**

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

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### **Report description:**

Alternative medicine is increasingly commonplace in the Philippines and this continues to support rising demand for herbal/traditional products. Local people are increasingly favouring consumer products based natural ingredients such as camphor, garlic, ringworm bush, lagundi, mint, bitter melon, bitter gourd, tawa tawa, papain, glutathione and mangosteen extract. While these are all common ingredients in various traditional remedies that have long been popular in various parts of southeast Asia...

Euromonitor International's Herbal/Traditional Products in Philippines 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.

## **Table of Contents:**

Herbal/Traditional Products in the Philippines  
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List Of Contents And Tables

### **HERBAL/TRADITIONAL PRODUCTS IN THE PHILIPPINES**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Herbal/traditional products benefits from focus on complementary medicine

Virgin coconut oil remains a popular choice as consumers favour natural products

Herbal/traditional products increasingly seen as medicinal

#### **PROSPECTS AND OPPORTUNITIES**

Emerging products based on traditional remedies set to generate rising sales

Wider consumer trends favourable for a continuation of positive sales growth

Expanding distribution set to make herbal/traditional products more widely available

#### **CATEGORY DATA**

Table 1 Sales of Herbal/Traditional Products by Category: Value 2018-2023

Table 2 Sales of Herbal/Traditional Products by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023

Table 4 LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023

Table 5 Forecast Sales of Herbal/Traditional Products by Category: Value 2023-2028

Table 6 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2023-2028

### **CONSUMER HEALTH IN THE PHILIPPINES**

#### **EXECUTIVE SUMMARY**

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

#### **MARKET INDICATORS**

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 8 Life Expectancy at Birth 2018-2023

#### **MARKET DATA**

Table 9 Sales of Consumer Health by Category: Value 2018-2023

Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

Table 14 Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 Distribution of Consumer Health by Format and Category: % Value 2023

Table 16 □Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 17 □Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

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## APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

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