

Herbal/Traditional Products in India

Market Direction | 2023-11-10 | 24 pages | Euromonitor

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Report description:

The most remarkable surge in growth in 2023 is expected to be seen by herbal/traditional dietary supplements, which as the largest category, is also expected to drive growth in overall herbal/traditional products. Nevertheless, herbal claims have substantially increased across nearly every category, underlining a profound shift in consumer preference.

Euromonitor International's Herbal/Traditional Products in India 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.

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 reliable information resources to help drive informed strategic planning.

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Seasonality plays a significant role in herbal/traditional cough, cold and allergy remedies

Dabur retains its lead with a focus on innovation, followed closely by Emami

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