

Herbal/Traditional Products in Brazil

Market Direction | 2024-03-18 | 29 pages | Euromonitor

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Report description:

Herbal/traditional products is set to see double-digit current value growth in Brazil in 2023. Consumers in Brazil continue to robustly support herbal/traditional products, especially when it comes to cough/cold remedies and sleep aids. This enduring trend is being driven by heightened concerns related to the prevalence of respiratory viruses and arboviral diseases in 2023. Herbal/traditional products are widely perceived as being less harmful to health and wellbeing; a perception accentuated wh...

Euromonitor International's Herbal/Traditional Products in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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Self-medication/self-care and preventive medicine

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