

Herbal/Traditional Products in Hong Kong, China

Market Direction | 2024-09-18 | 28 pages | Euromonitor

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Report description:

The pandemic created a renewed interest among consumers in traditional Chinese medicine (TCM) and herbal/traditional products in Hong Kong. This trend has gained significant traction, expanding beyond the older generations and permeating the younger demographics as well. Leading the charge in this resurgence is Wai Yuen Tong, a prominent player in the local market, which has vigorously promoted Chinese medicine and is committed to innovating by leveraging scientific knowledge to enhance traditio...

Euromonitor International's Herbal/Traditional Products in Hong Kong, 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 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.

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Table of Contents:

Herbal/Traditional Products in Hong Kong, China

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List Of Contents And Tables

HERBAL/TRADITIONAL PRODUCTS IN HONG KONG, CHINA

KEY DATA FINDINGS

2024 DEVELOPMENTS

Local demand fuels sales growth of TCM options

Influenza as a catalyst to drive sales of herbal/traditional products

Lingzhi sees strong demand as competition to NMN supplements

PROSPECTS AND OPPORTUNITIES

Hong Kong's advantages in terms of promoting herbal/traditional products

Continuation of targeted products for ageing population

Younger generations may require scientific support for traditional remedies

CATEGORY DATA

Table 1 Sales of Herbal/Traditional Products by Category: Value 2019-2024

Table 2 Sales of Herbal/Traditional Products by Category: % Value Growth 2019-2024

Table 3 NBO Company Shares of Herbal/Traditional Products: % Value 2020-2024

Table 4 LBN Brand Shares of Herbal/Traditional Products: % Value 2021-2024

Table 5 Forecast Sales of Herbal/Traditional Products by Category: Value 2024-2029

Table 6 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2024-2029

CONSUMER HEALTH IN HONG KONG, CHINA

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 8 Life Expectancy at Birth 2019-2024

MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2019-2024

Table 10 Sales of Consumer Health by Category: % Value Growth 2019-2024

Table 11 NBO Company Shares of Consumer Health: % Value 2020-2024

Table 12 LBN Brand Shares of Consumer Health: % Value 2021-2024

Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024

Table 14 Distribution of Consumer Health by Format: % Value 2019-2024

Table 15 Distribution of Consumer Health by Format and Category: % Value 2024

Table 16 □Forecast Sales of Consumer Health by Category: Value 2024-2029

Table 17 □Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

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Self-medication/self-care and preventive medicine

Switches

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DEFINITIONS

SOURCES

Summary 1 Research Sources

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