

## **Herbal/Traditional Products in Japan**

Market Direction | 2024-09-18 | 27 pages | Euromonitor

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### **Report description:**

Herbal/traditional products in Japan is expected to experience a slight decrease in retail current value terms in 2024, despite an increase in health consciousness and the wellness trend. This is largely due to the backlash from the higher demand for herbal/traditional dietary supplements which appeal to immune strength during the pandemic. Although on a small scale, growth was seen for herbal/traditional dietary supplements from 2020 to 2022. During these three years, which were most heavily im...

Euromonitor International's Herbal/Traditional Products in Japan 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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