

Herbal/Traditional Products in the Philippines

Market Direction | 2024-09-18 | 24 pages | Euromonitor

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Report description:

Demand for herbal/traditional products is set to continue to expand in the Philippines in 2024, with herbal/traditional cough, cold and allergy (hay fever) remedies leading the way. While COVID-19 continues to circulate in the Philippines, mobility restrictions have been significantly relaxed compared to at the height of the pandemic. As a result, there has been a noticeable increase in common illnesses like coughs, colds, and headaches. This rise in infections has spurred a growing demand for h...

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 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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Euromonitor International
September 2024

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Demand for herbal/traditional products continues to grow, supported by increased consumer mobility and aggressive marketing campaigns

Filipino consumers have a strong familiarity with herbal ingredients

Increasing levels of health consciousness drive consumers to become more ingredient-sensitive

PROSPECTS AND OPPORTUNITIES

Emerging products based on traditional remedies set to generate rising sales

Expanded retail distribution will drive demand, combined with growing popularity of herb gardening as a hobby

Herbal-based beauty-related products will benefit from perception as being more skin friendly

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