

Herbal/Traditional Products in the US

Market Direction | 2024-09-17 | 30 pages | Euromonitor

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Report description:

The growing focus on health and wellness is fuelling the popularity of herbal/traditional products in the US in 2024, with solid retail current value growth expected for another year. Consumers are increasingly seeking out natural products to reduce their exposure to the chemical ingredients in standard products. This trend is also being driven by the increasing number of vegans in the US, leading to higher demand for vegan-friendly options. For example, Doctor's Best has just introduced its lat...

Euromonitor International's Herbal/Traditional Products in USA 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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HERBAL/TRADITIONAL PRODUCTS IN THE US

KEY DATA FINDINGS

2024 DEVELOPMENTS

Herbal/traditional products experiences another year of growth
Innovation is key to maintaining growth for herbal/traditional products
Rise of adaptogens and mushrooms as brain and cognitive health products

PROSPECTS AND OPPORTUNITIES

Mixed performance of herbal/traditional dietary supplements as a method for weight loss
Continued interest in women's health could highlight menstrual health support and drive integrated solutions for managing menstrual pain
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