

Herbal/Traditional Products in Australia

Market Direction | 2024-09-26 | 26 pages | Euromonitor

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Report description:

Following the release of plant-based PanaNatra acetaminophen from Haleon Australia Pty Ltd, VoltaNatra pain relief cream was launched in Australia, claiming to offer everyday relief from muscle and mild joint pain using naturally-derived active ingredients, such as arnica montana and rosemary oil. Approved by the Australian Register of Therapeutic Goods (ARTG) in mid-2023, the VoltaNatra campaign was released in early 2024, with integrated video, outdoor (OOH), e-commerce marketing, in-store dis...

Euromonitor International's Herbal/Traditional Products in Australia 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 AUSTRALIA

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Appeal of herbal products also linked to sustainability and vegan claims

PROSPECTS AND OPPORTUNITIES

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