

## **Australia and New Zealand Herbal Supplements Market Report and Forecast 2025-2034**

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### **Report description:**

The Australia and New Zealand herbal supplements market was valued at USD 1.33 Billion in 2024 driven by the rising health and wellness awareness across the region. It is expected to grow at a CAGR of 7.90% during the forecast period of 2025-2034 and attain a market value of USD 2.84 Billion by 2034.

#### Australia and New Zealand Herbal Supplements Market Overview

Herbal supplements, derived from natural plant sources, are favored for their preventive health benefits and sustainability. Rising health and wellness awareness is driving demand, especially for chemical-free solutions. Key trends include innovative agricultural by-product utilization and growing export opportunities. With strong regulatory frameworks and high-quality standards, the market is poised for growth, solidifying Australia and New Zealand's position as global leaders in premium, sustainable herbal supplements.

#### Australia and New Zealand Herbal Supplements Market Growth Drivers

##### Rising Health and Wellness Awareness Boost the Market Demand

The escalating awareness of health and wellness is significantly driving demand for herbal supplements. Consumers are prioritizing natural, sustainable, and chemical-free solutions for preventive care and lifestyle management. High-income regions focusing on holistic health approaches underscore the market's potential for growth in herbal remedy adoption. As a result, manufacturers are evolving their offerings to align with consumer preferences for health-focused products.

#### Australia and New Zealand Herbal Supplements Market Trends

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Several trends and developments are being observed in the market to enhance the current situation. Some of the noteworthy trends are as follows.

#### Growing Awareness and Innovation Poised to Drive Market Growth

The rising prominence of natural health products is reshaping the herbal supplements market across Australia and New Zealand. For instance, the Natural Health Products Summit 2024 organised in New Zealand highlighted themes of innovation, export excellence, and sustainability, the region underscores its leadership in premium herbal solutions. This initiative reflects a growing emphasis on collaboration and consumer-driven advancements, set to elevate market expansion and reinforce the region's standing in delivering high-quality, sustainable herbal supplements.

#### Innovative Agricultural By-product Utilization Fueling Australia and New Zealand Herbal Supplements Market Growth

Western Australia's robust agri-food landscape is unlocking untapped opportunities in the herbal supplements domain. By-products from 90,000 tonnes of carrots, 40,000 tonnes of grapes, and 20,000 tonnes of citrus are being repurposed into antioxidant-rich extracts, indicating consumers prioritising wellness. This innovation-driven sector offers diverse formulations for personal care and dietary supplements. The region's ability to leverage agricultural outputs is positioning it as a pivotal contributor to the expanding market.

#### Growing Export Opportunities to Strengthen Australia and New Zealand Herbal Supplements Market Value

Australia is expanding its export capabilities. For instance, in 2020, the country exported shipments to over 130 countries, including China (USD 516 million), Europe (USD 161 million), and New Zealand (USD 160 million). This reflects the surging demand for sustainable and wellness-focused products globally. High-quality standards and sustained consumer interest in natural health solutions continue to solidify Australia and New Zealand's roles as key players in the global herbal supplements market.

#### Evolving Regulatory Frameworks to Meet Rising Australia and New Zealand Herbal Supplements Market Demand

Recent regulatory developments are redefining the market. For instance, in September 2024, the New Zealand government announced their plans to form separate legislation for medicine and medical device regulation. They aimed at creating a novel Medical Products Bill, wherein, natural health products would be regulated under a standalone bill, indicating growth for herbal supplements in the forecast period. These updates streamline compliance processes while encouraging innovation and quality assurance. As a result, this modernized regulatory landscape will enhance market trust and fuel the growth of the market.

#### Australia and New Zealand Herbal Supplements Market Segmentation

The market report offers a detailed analysis of the market based on the following segments:

##### Market Breakup by Product

- Flaxseeds
- Ginseng
- Moringa
- Echinacea
- Ginger
- Turmeric
- Others

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#### Market Breakup by Form

- Tablets
- Capsules
- Liquid
- Soft Gels
- Powder
- Others

#### Market Breakup by Consumer

- Adults
- Pediatric
- Geriatric
- Pregnant Women

#### Market Breakup by Application

- Body Building Supplement
- Weight Loss Supplement
- Digestive and Heart Supplement
- Immunity Supplement
- Bone and Joint Supplement
- Beauty Supplement
- Others

#### Market Breakup by Distribution Channel

- Offline
  - ??- Pharmacies and Drug Stores
  - ??- Hypermarkets/Supermarkets
  - ??- Others
- Online

#### Market Breakup by Region

- Australia
- New Zealand

#### Australia and New Zealand Herbal Supplements Market Share

#### Segmentation by Distribution Channel to Witness Significant Growth

Based on the distribution channel the market is segmented into offline (pharmacies and drug stores, hypermarkets/supermarkets, others), and online channels. Among these, the online segment is expected to witness significant growth, driven by increasing

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consumer reliance on e-commerce for convenient purchasing options. This shift is fueled by the rising trend of health-conscious consumers seeking accessible information and products. Enhanced online marketing strategies and improved logistics are set to further accelerate market expansion, making online platforms a vital contributor to the overall growth in the forecast period.

#### Australia and New Zealand Herbal Supplements Market Analysis by Region

The market exhibits notable variation between Australia and New Zealand, influenced by distinct consumer preferences and health trends. Australia is expected to dominate the market, driven by a substantial consumer base prioritizing wellness and preventive health measures. Meanwhile, New Zealand reflects an increasing demand for high-quality, natural products, often leaning toward local sourcing and sustainability. Both countries benefit from strong regulatory frameworks and a shared commitment to health-focused offerings, collectively enhancing market performance and fostering innovation in the herbal supplements sector.

#### Leading Players in the Australia and New Zealand Herbal Supplements Market

The key features of the market report comprise patent analysis, funding and investment analysis, and strategic initiatives by the leading players. The major companies in the market are as follows:

##### Blackmores Limited

Established in 1932 and headquartered in Warriewood, New South Wales, Australia, Blackmores Limited is a leading natural health company. Its product portfolio in herbal supplements includes immune boosters, stress relief formulas, and digestive health products made from ingredients like echinacea, ginseng, and turmeric. Renowned for its commitment to sustainability and quality, Blackmores is a trusted name in delivering scientifically-backed herbal solutions for holistic wellness.

##### Vitaco Holdings Limited

Founded in 2007 and headquartered in Auckland, New Zealand, Vitaco Holdings Limited is a prominent player in the health and wellness industry. Its herbal supplements portfolio includes products under brands like Nutra-Life and Healtheries, featuring formulations for joint health, energy, and immunity, made from ingredients such as olive leaf extract and ashwagandha. The company is committed to natural, high-quality health solutions tailored to consumer needs.

##### Integria Healthcare

Established in 2005 and based in Brisbane, Queensland, Australia, Integria Healthcare specializes in premium natural medicines. Its product portfolio includes brands like MediHerb and Thompson's, offering herbal supplements for sleep, stress management, and digestive health. The company combines traditional herbal wisdom with modern research to deliver effective, high-quality solutions that support overall well-being.

##### Sanderson

Founded in 1979 and headquartered in Auckland, New Zealand, Sanderson is a trusted name in herbal supplements. The company offers a diverse range of products, including immune boosters, energy enhancers, and joint support formulas, made from ingredients such as turmeric, echinacea, and valerian root. Sanderson focuses on quality and innovation, delivering natural, affordable solutions for maintaining optimal health.

Other key players in the market include NZ Herbals, Phytomed, Deep Blue Health, and Bioglan.

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## Key Questions Answered in the Australia and New Zealand Herbal Supplements Market

- What was the Australia and New Zealand herbal supplements market value in 2024?
- What is the Australia and New Zealand herbal supplements market forecast outlook for 2025-2034?
- How is the market segmented based on product?
- What is market segmentation based on form?
- How is the market segmented based on consumer?
- What is market segmentation based on application?
- How is the market segmented based on distribution channel?
- What are the major factors aiding the Australia and New Zealand herbal supplements market demand?
- How has the market performed so far and how is it anticipated to perform in the coming years?
- What are the market's major drivers, opportunities, and restraints?
- What are the major Australia and New Zealand herbal supplements market trends?
- Who are the key players involved in the Australia and New Zealand herbal supplements market?
- What are the current unmet needs and challenges in the market?
- How are partnerships, collaborations, mergers, and acquisitions among the key market players shaping the market dynamics?

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