

Herbal/Traditional Products in Vietnam

<https://marketpublishers.com/r/H5D72D068B1EN.html>

Date: September 2023

Pages: 24

Price: US\$ 990.00 (Single User License)

ID: H5D72D068B1EN

Abstracts

The demand for herbal/traditional products in Vietnam has been steadily increasing, as rising numbers of consumers actively seeks ways to enhance their immune systems and reduce their vulnerability to illness. Together with the local habit of using traditional herbs to cure sickness, this growing interest in natural remedies and traditional healing methods in modern formats, such as tablets, is providing a significant boost to sales of herbal/traditional products in the country.

Euromonitor International's Herbal/Traditional Products in Vietnam report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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.

Contents

HERBAL/TRADITIONAL PRODUCTS IN VIETNAM

KEY DATA FINDINGS

2023 DEVELOPMENTS

Strong performance in 2023 in line with local preference for herbal/traditional products
Herbal/traditional cough, cold, and allergy (hay fever) remedies records most dynamic value growth

Increase in television advertising by category players

PROSPECTS AND OPPORTUNITIES

Local trust in traditional medicine to drive future category sales

Increasing prevalence of colds and flu projected to benefit herbal/traditional cough, cold and allergy (hay fever) remedies

Stable demand for herbal/traditional dietary supplements as part of preventive health

CATEGORY DATA

Table 1 Sales of Herbal/Traditional Products by Category: Value 2018-2023

Table 2 Sales of Herbal/Traditional Products by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023

Table 4 LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023

Table 5 Forecast Sales of Herbal/Traditional Products by Category: Value 2023-2028

Table 6 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2023-2028

CONSUMER HEALTH IN VIETNAM

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 8 Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2018-2023

Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 13 Distribution of Consumer Health by Format: % Value 2018-2023

Table 14 Distribution of Consumer Health by Format and Category: % Value 2023

Table 15 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 16 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

I would like to order

Product name: Herbal/Traditional Products in Vietnam

Product link: <https://marketpublishers.com/r/H5D72D068B1EN.html>

Price: US\$ 990.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H5D72D068B1EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970