

# Herbal/Traditional Products in Australia

<https://marketpublishers.com/r/HC8D1228E0DEN.html>

Date: September 2023

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: HC8D1228E0DEN

## Abstracts

Demand for herbal/traditional products is set to continue to rise in 2023, driven by the health and wellness trend. As consumers seek to reduce their exposure to artificial ingredients and chemicals, Australians are becoming more and more interested in buying products they perceive as being more natural. Herbal/traditional products are typically viewed as less hazardous to health and wellbeing, particularly when compared with standard over the counter (OTC) products, which typically contain synt...

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 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.

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Euromonitor International  
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