

# Herbal/Traditional Products in Hong Kong, China

<https://marketpublishers.com/r/H737C8CAF65EN.html>

Date: February 2024

Pages: 25

Price: US\$ 990.00 (Single User License)

ID: H737C8CAF65EN

## Abstracts

Consumers in Hong Kong have been increasingly gravitating towards herbal/traditional products for both OTC and vitamins and dietary supplements, as a result of greater demand for natural alternatives and more consumers taking greater control of their health.

Euromonitor International's Herbal/Traditional Products in Hong Kong, China 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.

## Contents

Herbal/Traditional Products in Hong Kong, China  
Euromonitor International  
February 2024

### LIST OF CONTENTS AND TABLES

HERBAL/TRADITIONAL PRODUCTS IN HONG KONG, CHINA  
KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Consumer health brands continuously invest in herbal/traditional products  
Herbal/traditional products benefit from long COVID  
Tourist recovery drives market growth

### PROSPECTS AND OPPORTUNITIES

Retail to see accelerated digitalisation and personalisation trends  
Brands will focus on targeting younger customer base  
Future innovation from partnerships with local universities

### 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 HONG KONG, CHINA

### 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 Penetration of Private Label in Consumer Health by Category: % Value  
2018-2023

Table 14 Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 Distribution of Consumer Health by Format and Category: % Value 2023

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

Table 17 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 Hong Kong, China

Product link: <https://marketpublishers.com/r/H737C8CAF65EN.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](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/H737C8CAF65EN.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