

Global OTC Herbal and Traditional Medicines Market Growth 2025-2031

<https://marketpublishers.com/r/GC5AF15C245EN.html>

Date: January 2025

Pages: 184

Price: US\$ 3,660.00 (Single User License)

ID: GC5AF15C245EN

Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

The global OTC Herbal and Traditional Medicines market size is predicted to grow from US\$ 153030 million in 2025 to US\$ 180610 million in 2031; it is expected to grow at a CAGR of 2.8% from 2025 to 2031.

Herbal medicine--also called botanical medicine or phytomedicine refers to using a plant's seeds, berries, roots, leaves, bark, or flowers for medicinal purposes. Herbalism has a long tradition of use outside of conventional medicine. It is becoming more mainstream as improvements in analysis and quality control along with advances in clinical research show the value of herbal medicine in the treating and preventing disease.

APAC is the largest OTC Herbal and Traditional Medicines market with about 50% market share. Europe is follower, accounting for about 22% market share. The key manufacturers are Tsumura, Schwabe, Madaus, Weleda, Blackmores, Arkopharma, SIDO MUNCUL, Arizona Natural, Dabur, Herbal Africa, Nature's Answer, Bio-Botanica, Potter's, Zand, Nature Herbs, Imperial Ginseng, Yunnan Baiyao, Tongrentang, TASLY, Zhongxin, Kunming Pharma, Sanjiu, JZJT, Guangzhou Pharma, Taiji, Haiyao etc. Top 3 companies occupied about 1% market share.

LP Information, Inc. (LPI) ' newest research report, the "OTC Herbal and Traditional Medicines Industry Forecast" looks at past sales and reviews total world OTC Herbal and Traditional Medicines sales in 2024, providing a comprehensive analysis by region and market sector of projected OTC Herbal and Traditional Medicines sales for 2025 through 2031. With OTC Herbal and Traditional Medicines sales broken down by

region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world OTC Herbal and Traditional Medicines industry.

This Insight Report provides a comprehensive analysis of the global OTC Herbal and Traditional Medicines landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on OTC Herbal and Traditional Medicines portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global OTC Herbal and Traditional Medicines market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for OTC Herbal and Traditional Medicines and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global OTC Herbal and Traditional Medicines.

This report presents a comprehensive overview, market shares, and growth opportunities of OTC Herbal and Traditional Medicines market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

OTC Herbal

Traditional Medicine

Segmentation by Application:

Detoxification Medicine

Antipyretic Medicine

Digestive Medicine

Blood Circulation Medicine

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Tsumura

Schwabe

Madaus

Weleda

Blackmores

Arkopharma

SIDO MUNCUL

Arizona Natural

Dabur

Herbal Africa

Nature's Answer

Bio-Botanica

Potter's

Zand

Nature Herbs

Imperial Ginseng

Yunnan Baiyao

Tongrentang

TASLY

Zhongxin

Kunming Pharma

Sanjiu

JZJT

Guangzhou Pharma

Taiji

Haiyao

Key Questions Addressed in this Report

What is the 10-year outlook for the global OTC Herbal and Traditional Medicines market?

What factors are driving OTC Herbal and Traditional Medicines market growth, globally

and by region?

Which technologies are poised for the fastest growth by market and region?

How do OTC Herbal and Traditional Medicines market opportunities vary by end market size?

How does OTC Herbal and Traditional Medicines break out by Type, by Application?

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