

# Global OTC Herbal and Traditional Medicines Market Growth (Status and Outlook) 2018-2023

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## Abstracts

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

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.

According to this study, over the next five years the OTC Herbal and Traditional Medicines market will register a xx% CAGR in terms of revenue, the global market size will reach US\$ xx million by 2023, from US\$ xx million in 2017. In particular, this report presents the global revenue market share of key companies in OTC Herbal and Traditional Medicines business, shared in Chapter 3.

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

This study considers the OTC Herbal and Traditional Medicines value generated from the sales of the following segments:

Segmentation by product type: breakdown data from 2013 to 2018, in Section 2.3; and forecast to 2023 in section 10.7.

Liquid

Tablet

Capsule

Segmentation by application: breakdown data from 2013 to 2018, in Section 2.4; and forecast to 2023 in section 10.8.

Hospital Pharmacies

Retail Pharmacies

Online Pharmacies

This report also splits the market by region: Breakdown data in Chapter 4, 5, 6, 7 and 8.

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report: Breakdown data in in Chapter 3.

Tsumura

Schwabe

Madaus

Weleda

Blackmores

Arkopharma

Sido Muncul

Arizona Natural

Dabur India

Herbal Africa

Nature's Answer

Bio-Botanica

Potter's Herbal

Zand

Nature Herbs

Imperial Ginseng

Yunnan Baiyao

Tongrentang

TASLY

Tianjin Zhongxin Pharmaceutical Group

Kunming Pharma

China Resources (Sanjiu)

JZJT

Guangzhou Pharma

Taiji Group

Hainan Haiyao

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

#### Research objectives

To study and analyze the global OTC Herbal and Traditional Medicines market size by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of OTC Herbal and Traditional Medicines market by identifying its various subsegments.

Focuses on the key global OTC Herbal and Traditional Medicines players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the OTC Herbal and Traditional Medicines with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of OTC Herbal and Traditional Medicines submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

## Contents

### **1 SCOPE OF THE REPORT**

- 1.1 Market Introduction
- 1.2 Research Objectives
- 1.3 Years Considered
- 1.4 Market Research Methodology
- 1.5 Economic Indicators
- 1.6 Currency Considered

### **2 EXECUTIVE SUMMARY**

- 2.1 World Market Overview
  - 2.1.1 Global OTC Herbal and Traditional Medicines Market Size 2013-2023
  - 2.1.2 OTC Herbal and Traditional Medicines Market Size CAGR by Region
- 2.2 OTC Herbal and Traditional Medicines Segment by Type
  - 2.2.1 Liquid
  - 2.2.2 Tablet
  - 2.2.3 Powder
  - 2.2.4 Capsule
- 2.3 OTC Herbal and Traditional Medicines Market Size by Type
  - 2.3.1 Global OTC Herbal and Traditional Medicines Market Size Market Share by Type (2013-2018)
  - 2.3.2 Global OTC Herbal and Traditional Medicines Market Size Growth Rate by Type (2013-2018)
- 2.4 OTC Herbal and Traditional Medicines Segment by Application
  - 2.4.1 Hospital Pharmacies
  - 2.4.2 Retail Pharmacies
  - 2.4.3 Online Pharmacies
- 2.5 OTC Herbal and Traditional Medicines Market Size by Application
  - 2.5.1 Global OTC Herbal and Traditional Medicines Market Size Market Share by Application (2013-2018)
  - 2.5.2 Global OTC Herbal and Traditional Medicines Market Size Growth Rate by Application (2013-2018)

### **3 GLOBAL OTC HERBAL AND TRADITIONAL MEDICINES BY PLAYERS**

- 3.1 Global OTC Herbal and Traditional Medicines Market Size Market Share by Players

- 3.1.1 Global OTC Herbal and Traditional Medicines Market Size by Players (2016-2018)
- 3.1.2 Global OTC Herbal and Traditional Medicines Market Size Market Share by Players (2016-2018)
- 3.2 Global OTC Herbal and Traditional Medicines Key Players Head office and Products Offered
- 3.3 Market Concentration Rate Analysis
  - 3.3.1 Competition Landscape Analysis
  - 3.3.2 Concentration Ratio (CR3, CR5 and CR10) (2016-2018)
- 3.4 New Products and Potential Entrants
- 3.5 Mergers & Acquisitions, Expansion

## **4 OTC HERBAL AND TRADITIONAL MEDICINES BY REGIONS**

- 4.1 OTC Herbal and Traditional Medicines Market Size by Regions
- 4.2 Americas OTC Herbal and Traditional Medicines Market Size Growth
- 4.3 APAC OTC Herbal and Traditional Medicines Market Size Growth
- 4.4 Europe OTC Herbal and Traditional Medicines Market Size Growth
- 4.5 Middle East & Africa OTC Herbal and Traditional Medicines Market Size Growth

## **5 AMERICAS**

- 5.1 Americas OTC Herbal and Traditional Medicines Market Size by Countries
- 5.2 Americas OTC Herbal and Traditional Medicines Market Size by Type
- 5.3 Americas OTC Herbal and Traditional Medicines Market Size by Application
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Key Economic Indicators of Few Americas Countries

## **6 APAC**

- 6.1 APAC OTC Herbal and Traditional Medicines Market Size by Countries
- 6.2 APAC OTC Herbal and Traditional Medicines Market Size by Type
- 6.3 APAC OTC Herbal and Traditional Medicines Market Size by Application
- 6.4 China
- 6.5 Japan
- 6.6 Korea
- 6.7 Southeast Asia



- 6.8 India
- 6.9 Australia
- 6.10 Key Economic Indicators of Few APAC Countries

## **7 EUROPE**

- 7.1 Europe OTC Herbal and Traditional Medicines by Countries
- 7.2 Europe OTC Herbal and Traditional Medicines Market Size by Type
- 7.3 Europe OTC Herbal and Traditional Medicines Market Size by Application
- 7.4 Germany
- 7.5 France
- 7.6 UK
- 7.7 Italy
- 7.8 Russia
- 7.9 Spain
- 7.10 Key Economic Indicators of Few Europe Countries

## **8 MIDDLE EAST & AFRICA**

- 8.1 Middle East & Africa OTC Herbal and Traditional Medicines by Countries
- 8.2 Middle East & Africa OTC Herbal and Traditional Medicines Market Size by Type
- 8.3 Middle East & Africa OTC Herbal and Traditional Medicines Market Size by Application
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

## **9 MARKET DRIVERS, CHALLENGES AND TRENDS**

- 9.1 Market Drivers and Impact
  - 9.1.1 Growing Demand from Key Regions
  - 9.1.2 Growing Demand from Key Applications and Potential Industries
- 9.2 Market Challenges and Impact
- 9.3 Market Trends

## **10 GLOBAL OTC HERBAL AND TRADITIONAL MEDICINES MARKET FORECAST**

- 10.1 Global OTC Herbal and Traditional Medicines Market Size Forecast (2018-2023)
- 10.2 Global OTC Herbal and Traditional Medicines Forecast by Regions
  - 10.2.1 Global OTC Herbal and Traditional Medicines Forecast by Regions (2018-2023)
  - 10.2.2 Americas Market Forecast
  - 10.2.3 APAC Market Forecast
  - 10.2.4 Europe Market Forecast
  - 10.2.5 Middle East & Africa Market Forecast
- 10.3 Americas Forecast by Countries
  - 10.3.1 United States Market Forecast
  - 10.3.2 Canada Market Forecast
  - 10.3.3 Mexico Market Forecast
  - 10.3.4 Brazil Market Forecast
- 10.4 APAC Forecast by Countries
  - 10.4.1 China Market Forecast
  - 10.4.2 Japan Market Forecast
  - 10.4.3 Korea Market Forecast
  - 10.4.4 Southeast Asia Market Forecast
  - 10.4.5 India Market Forecast
  - 10.4.6 Australia Market Forecast
- 10.5 Europe Forecast by Countries
  - 10.5.1 Germany Market Forecast
  - 10.5.2 France Market Forecast
  - 10.5.3 UK Market Forecast
  - 10.5.4 Italy Market Forecast
  - 10.5.5 Russia Market Forecast
  - 10.5.6 Spain Market Forecast
- 10.6 Middle East & Africa Forecast by Countries
  - 10.6.1 Egypt Market Forecast
  - 10.6.2 South Africa Market Forecast
  - 10.6.3 Israel Market Forecast
  - 10.6.4 Turkey Market Forecast
  - 10.6.5 GCC Countries Market Forecast
- 10.7 Global OTC Herbal and Traditional Medicines Forecast by Type
- 10.8 Global OTC Herbal and Traditional Medicines Forecast by Application

## **11 KEY PLAYERS ANALYSIS**

- 11.1 Tsumura
  - 11.1.1 Company Details

- 11.1.2 OTC Herbal and Traditional Medicines Product Offered
- 11.1.3 Tsumura OTC Herbal and Traditional Medicines Revenue, Gross Margin and Market Share (2016-2018)
- 11.1.4 Main Business Overview
- 11.1.5 Tsumura News
- 11.2 Schwabe
  - 11.2.1 Company Details
  - 11.2.2 OTC Herbal and Traditional Medicines Product Offered
  - 11.2.3 Schwabe OTC Herbal and Traditional Medicines Revenue, Gross Margin and Market Share (2016-2018)
  - 11.2.4 Main Business Overview
  - 11.2.5 Schwabe News
- 11.3 Madaus
  - 11.3.1 Company Details
  - 11.3.2 OTC Herbal and Traditional Medicines Product Offered
  - 11.3.3 Madaus OTC Herbal and Traditional Medicines Revenue, Gross Margin and Market Share (2016-2018)
  - 11.3.4 Main Business Overview
  - 11.3.5 Madaus News
- 11.4 Weleda
  - 11.4.1 Company Details
  - 11.4.2 OTC Herbal and Traditional Medicines Product Offered
  - 11.4.3 Weleda OTC Herbal and Traditional Medicines Revenue, Gross Margin and Market Share (2016-2018)
  - 11.4.4 Main Business Overview
  - 11.4.5 Weleda News
- 11.5 Blackmores
  - 11.5.1 Company Details
  - 11.5.2 OTC Herbal and Traditional Medicines Product Offered
  - 11.5.3 Blackmores OTC Herbal and Traditional Medicines Revenue, Gross Margin and Market Share (2016-2018)
  - 11.5.4 Main Business Overview
  - 11.5.5 Blackmores News
- 11.6 Arkopharma
  - 11.6.1 Company Details
  - 11.6.2 OTC Herbal and Traditional Medicines Product Offered
  - 11.6.3 Arkopharma OTC Herbal and Traditional Medicines Revenue, Gross Margin and Market Share (2016-2018)
  - 11.6.4 Main Business Overview

- 11.6.5 Arkopharma News
- 11.7 Sido Muncul
  - 11.7.1 Company Details
  - 11.7.2 OTC Herbal and Traditional Medicines Product Offered
  - 11.7.3 Sido Muncul OTC Herbal and Traditional Medicines Revenue, Gross Margin and Market Share (2016-2018)
  - 11.7.4 Main Business Overview
  - 11.7.5 Sido Muncul News
- 11.8 Arizona Natural
  - 11.8.1 Company Details
  - 11.8.2 OTC Herbal and Traditional Medicines Product Offered
  - 11.8.3 Arizona Natural OTC Herbal and Traditional Medicines Revenue, Gross Margin and Market Share (2016-2018)
  - 11.8.4 Main Business Overview
  - 11.8.5 Arizona Natural News
- 11.9 Dabur India
  - 11.9.1 Company Details
  - 11.9.2 OTC Herbal and Traditional Medicines Product Offered
  - 11.9.3 Dabur India OTC Herbal and Traditional Medicines Revenue, Gross Margin and Market Share (2016-2018)
  - 11.9.4 Main Business Overview
  - 11.9.5 Dabur India News
- 11.10 Herbal Africa
  - 11.10.1 Company Details
  - 11.10.2 OTC Herbal and Traditional Medicines Product Offered
  - 11.10.3 Herbal Africa OTC Herbal and Traditional Medicines Revenue, Gross Margin and Market Share (2016-2018)
  - 11.10.4 Main Business Overview
  - 11.10.5 Herbal Africa News
- 11.11 Nature's Answer
- 11.12 Bio-Botanica
- 11.13 Potter's Herbal
- 11.14 Zand
- 11.15 Nature Herbs
- 11.16 Imperial Ginseng
- 11.17 Yunnan Baiyao
- 11.18 Tongrentang
- 11.19 TASLY
- 11.20 Tianjin Zhongxin Pharmaceutical Group

- 11.21 Kunming Pharma
- 11.22 China Resources (Sanjiu)
- 11.23 JZJT
- 11.24 Guangzhou Pharma
- 11.25 Taiji Group
- 11.26 Hainan Haiyao

## **12 RESEARCH FINDINGS AND CONCLUSION**

## List Of Tables

### LIST OF TABLES AND FIGURES

Table Product Specifications of OTC Herbal and Traditional Medicines  
Figure OTC Herbal and Traditional Medicines Report Years Considered  
Figure Market Research Methodology  
Figure Global OTC Herbal and Traditional Medicines Market Size Growth Rate 2013-2023 (\$ Millions)  
Table OTC Herbal and Traditional Medicines Market Size CAGR by Region 2013-2023 (\$ Millions)  
Table Major Players of Liquid  
Table Major Players of Tablet  
Table Major Players of Powder  
Table Major Players of Capsule  
Table Market Size by Type (2013-2018) (\$ Millions)  
Table Global OTC Herbal and Traditional Medicines Market Size Market Share by Type (2013-2018)  
Figure Global OTC Herbal and Traditional Medicines Market Size Market Share by Type (2013-2018)  
Figure Global Liquid Market Size Growth Rate  
Figure Global Tablet Market Size Growth Rate  
Figure Global Powder Market Size Growth Rate  
Figure Global Capsule Market Size Growth Rate  
Figure OTC Herbal and Traditional Medicines Consumed in Hospital Pharmacies  
Figure Global OTC Herbal and Traditional Medicines Market: Hospital Pharmacies (2013-2018) (\$ Millions)  
Figure Global Hospital Pharmacies YoY Growth (\$ Millions)  
Figure OTC Herbal and Traditional Medicines Consumed in Retail Pharmacies  
Figure Global OTC Herbal and Traditional Medicines Market: Retail Pharmacies (2013-2018) (\$ Millions)  
Figure Global Retail Pharmacies YoY Growth (\$ Millions)  
Figure OTC Herbal and Traditional Medicines Consumed in Online Pharmacies  
Figure Global OTC Herbal and Traditional Medicines Market: Online Pharmacies (2013-2018) (\$ Millions)  
Figure Global Online Pharmacies YoY Growth (\$ Millions)  
Table Global OTC Herbal and Traditional Medicines Market Size by Application (2013-2018) (\$ Millions)  
Table Global OTC Herbal and Traditional Medicines Market Size Market Share by

Application (2013-2018)

Figure Global OTC Herbal and Traditional Medicines Market Size Market Share by Application (2013-2018)

Figure Global OTC Herbal and Traditional Medicines Market Size in Hospital Pharmacies Growth Rate

Figure Global OTC Herbal and Traditional Medicines Market Size in Retail Pharmacies Growth Rate

Figure Global OTC Herbal and Traditional Medicines Market Size in Online Pharmacies Growth Rate

Table Global OTC Herbal and Traditional Medicines Revenue by Players (2016-2018) (\$ Millions)

Table Global OTC Herbal and Traditional Medicines Revenue Market Share by Players (2016-2018)

Figure Global OTC Herbal and Traditional Medicines Revenue Market Share by Players in 2017

Table Global OTC Herbal and Traditional Medicines Key Players Head office and Products Offered

Table OTC Herbal and Traditional Medicines Concentration Ratio (CR3, CR5 and CR10) (2016-2018)

Table Global OTC Herbal and Traditional Medicines Market Size by Regions 2013-2018 (\$ Millions)

Table Global OTC Herbal and Traditional Medicines Market Size Market Share by Regions 2013-2018

Figure Global OTC Herbal and Traditional Medicines Market Size Market Share by Regions 2013-2018

Figure Americas OTC Herbal and Traditional Medicines Market Size 2013-2018 (\$ Millions)

Figure APAC OTC Herbal and Traditional Medicines Market Size 2013-2018 (\$ Millions)

Figure Europe OTC Herbal and Traditional Medicines Market Size 2013-2018 (\$ Millions)

Figure Middle East & Africa OTC Herbal and Traditional Medicines Market Size 2013-2018 (\$ Millions)

Table Americas OTC Herbal and Traditional Medicines Market Size by Countries (2013-2018) (\$ Millions)

Table Americas OTC Herbal and Traditional Medicines Market Size Market Share by Countries (2013-2018)

Figure Americas OTC Herbal and Traditional Medicines Market Size Market Share by Countries in 2017

Table Americas OTC Herbal and Traditional Medicines Market Size by Type

(2013-2018) (\$ Millions)

Table Americas OTC Herbal and Traditional Medicines Market Size Market Share by Type (2013-2018)

Figure Americas OTC Herbal and Traditional Medicines Market Size Market Share by Type in 2017

Table Americas OTC Herbal and Traditional Medicines Market Size by Application (2013-2018) (\$ Millions)

Table Americas OTC Herbal and Traditional Medicines Market Size Market Share by Application (2013-2018)

Figure Americas OTC Herbal and Traditional Medicines Market Size Market Share by Application in 2017

Figure United States OTC Herbal and Traditional Medicines Market Size Growth 2013-2018 (\$ Millions)

Figure Canada OTC Herbal and Traditional Medicines Market Size Growth 2013-2018 (\$ Millions)

Figure Mexico OTC Herbal and Traditional Medicines Market Size Growth 2013-2018 (\$ Millions)

Table APAC OTC Herbal and Traditional Medicines Market Size by Countries (2013-2018) (\$ Millions)

Table APAC OTC Herbal and Traditional Medicines Market Size Market Share by Countries (2013-2018)

Figure APAC OTC Herbal and Traditional Medicines Market Size Market Share by Countries in 2017

Table APAC OTC Herbal and Traditional Medicines Market Size by Type (2013-2018) (\$ Millions)

Table APAC OTC Herbal and Traditional Medicines Market Size Market Share by Type (2013-2018)

Figure APAC OTC Herbal and Traditional Medicines Market Size Market Share by Type in 2017

Table APAC OTC Herbal and Traditional Medicines Market Size by Application (2013-2018) (\$ Millions)

Table APAC OTC Herbal and Traditional Medicines Market Size Market Share by Application (2013-2018)

Figure APAC OTC Herbal and Traditional Medicines Market Size Market Share by Application in 2017

Figure China OTC Herbal and Traditional Medicines Market Size Growth 2013-2018 (\$ Millions)

Figure Japan OTC Herbal and Traditional Medicines Market Size Growth 2013-2018 (\$ Millions)



Figure Korea OTC Herbal and Traditional Medicines Market Size Growth 2013-2018 (\$ Millions)

Figure Southeast Asia OTC Herbal and Traditional Medicines Market Size Growth 2013-2018 (\$ Millions)

Figure India OTC Herbal and Traditional Medicines Market Size Growth 2013-2018 (\$ Millions)

Figure Australia OTC Herbal and Traditional Medicines Market Size Growth 2013-2018 (\$ Millions)

Table Europe OTC Herbal and Traditional Medicines Market Size by Countries (2013-2018) (\$ Millions)

Table Europe OTC Herbal and Traditional Medicines Market Size Market Share by Countries (2013-2018)

Figure Europe OTC Herbal and Traditional Medicines Market Size Market Share by Countries in 2017

Table Europe OTC Herbal and Traditional Medicines Market Size by Type (2013-2018) (\$ Millions)

Table Europe OTC Herbal and Traditional Medicines Market Size Market Share by Type (2013-2018)

Figure Europe OTC Herbal and Traditional Medicines Market Size Market Share by Type in 2017

Table Europe OTC Herbal and Traditional Medicines Market Size by Application (2013-2018) (\$ Millions)

Table Europe OTC Herbal and Traditional Medicines Market Size Market Share by Application (2013-2018)

Figure Europe OTC Herbal and Traditional Medicines Market Size Market Share by Application in 2017

Figure Germany OTC Herbal and Traditional Medicines Market Size Growth 2013-2018 (\$ Millions)

Figure France OTC Herbal and Traditional Medicines Market Size Growth 2013-2018 (\$ Millions)

Figure UK OTC Herbal and Traditional Medicines Market Size Growth 2013-2018 (\$ Millions)

Figure Italy OTC Herbal and Traditional Medicines Market Size Growth 2013-2018 (\$ Millions)

Figure Russia OTC Herbal and Traditional Medicines Market Size Growth 2013-2018 (\$ Millions)

Figure Spain OTC Herbal and Traditional Medicines Market Size Growth 2013-2018 (\$ Millions)

Table Middle East & Africa OTC Herbal and Traditional Medicines Market Size by

Countries (2013-2018) (\$ Millions)

Table Middle East & Africa OTC Herbal and Traditional Medicines Market Size Market Share by Countries (2013-2018)

Figure Middle East & Africa OTC Herbal and Traditional Medicines Market Size Market Share by Countries in 2017

Table Middle East & Africa OTC Herbal and Traditional Medicines Market Size by Type (2013-2018) (\$ Millions)

Table Middle East & Africa OTC Herbal and Traditional Medicines Market Size Market Share by Type (2013-2018)

Figure Middle East & Africa OTC Herbal and Traditional Medicines Market Size Market Share by Type in 2017

Table Middle East & Africa OTC Herbal and Traditional Medicines Market Size by Application (2013-2018) (\$ Millions)

Table Middle East & Africa OTC Herbal and Traditional Medicines Market Size Market Share by Application (2013-2018)

Figure Middle East & Africa OTC Herbal and Traditional Medicines Market Size Market Share by Application in 2017

Figure Egypt OTC Herbal and Traditional Medicines Market Size Growth 2013-2018 (\$ Millions)

Figure South Africa OTC Herbal and Traditional Medicines Market Size Growth 2013-2018 (\$ Millions)

Figure Israel OTC Herbal and Traditional Medicines Market Size Growth 2013-2018 (\$ Millions)

Figure Turkey OTC Herbal and Traditional Medicines Market Size Growth 2013-2018 (\$ Millions)

Figure GCC Countries OTC Herbal and Traditional Medicines Market Size Growth 2013-2018 (\$ Millions)

Figure Global OTC Herbal and Traditional Medicines Market Size Forecast (2018-2023) (\$ Millions)

Table Global OTC Herbal and Traditional Medicines Market Size Forecast by Regions (2018-2023) (\$ Millions)

Table Global OTC Herbal and Traditional Medicines Market Size Market Share Forecast by Regions

Figure Americas OTC Herbal and Traditional Medicines Market Size 2018-2023 (\$ Millions)

Figure APAC OTC Herbal and Traditional Medicines Market Size 2018-2023 (\$ Millions)

Figure Europe OTC Herbal and Traditional Medicines Market Size 2018-2023 (\$ Millions)

Figure Middle East & Africa OTC Herbal and Traditional Medicines Market Size

2018-2023 (\$ Millions)

Figure United States OTC Herbal and Traditional Medicines Market Size 2018-2023 (\$ Millions)

Figure Canada OTC Herbal and Traditional Medicines Market Size 2018-2023 (\$ Millions)

Figure Mexico OTC Herbal and Traditional Medicines Market Size 2018-2023 (\$ Millions)

Figure Brazil OTC Herbal and Traditional Medicines Market Size 2018-2023 (\$ Millions)

Figure China OTC Herbal and Traditional Medicines Market Size 2018-2023 (\$ Millions)

Figure Japan OTC Herbal and Traditional Medicines Market Size 2018-2023 (\$ Millions)

Figure Korea OTC Herbal and Traditional Medicines Market Size 2018-2023 (\$ Millions)

Figure Southeast Asia OTC Herbal and Traditional Medicines Market Size 2018-2023 (\$ Millions)

Figure India OTC Herbal and Traditional Medicines Market Size 2018-2023 (\$ Millions)

Figure Australia OTC Herbal and Traditional Medicines Market Size 2018-2023 (\$ Millions)

Figure Germany OTC Herbal and Traditional Medicines Market Size 2018-2023 (\$ Millions)

Figure France OTC Herbal and Traditional Medicines Market Size 2018-2023 (\$ Millions)

Figure UK OTC Herbal and Traditional Medicines Market Size 2018-2023 (\$ Millions)

Figure Italy OTC Herbal and Traditional Medicines Market Size 2018-2023 (\$ Millions)

Figure Russia OTC Herbal and Traditional Medicines Market Size 2018-2023 (\$ Millions)

Figure Spain OTC Herbal and Traditional Medicines Market Size 2018-2023 (\$ Millions)

Figure Egypt OTC Herbal and Traditional Medicines Market Size 2018-2023 (\$ Millions)

Figure South Africa OTC Herbal and Traditional Medicines Market Size 2018-2023 (\$ Millions)

Figure Israel OTC Herbal and Traditional Medicines Market Size 2018-2023 (\$ Millions)

Figure Turkey OTC Herbal and Traditional Medicines Market Size 2018-2023 (\$ Millions)

Figure GCC Countries OTC Herbal and Traditional Medicines Market Size 2018-2023 (\$ Millions)

Table Global OTC Herbal and Traditional Medicines Market Size Forecast by Type (2018-2023) (\$ Millions)

Table Global OTC Herbal and Traditional Medicines Market Size Market Share Forecast by Type (2018-2023)

Table Global OTC Herbal and Traditional Medicines Market Size Forecast by Application (2018-2023) (\$ Millions)

Table Global OTC Herbal and Traditional Medicines Market Size Market Share Forecast by Application (2018-2023)

Table Tsumura Basic Information, Head Office, Major Market Areas and Its Competitors

Table Tsumura OTC Herbal and Traditional Medicines Revenue and Gross Margin (2016-2018)

Figure Tsumura OTC Herbal and Traditional Medicines Market Share (2016-2018)

Table Schwabe Basic Information, Head Office, Major Market Areas and Its Competitors

Table Schwabe OTC Herbal and Traditional Medicines Revenue and Gross Margin (2016-2018)

Figure Schwabe OTC Herbal and Traditional Medicines Market Share (2016-2018)

Table Madaus Basic Information, Head Office, Major Market Areas and Its Competitors

Table Madaus OTC Herbal and Traditional Medicines Revenue and Gross Margin (2016-2018)

Figure Madaus OTC Herbal and Traditional Medicines Market Share (2016-2018)

Table Weleda Basic Information, Head Office, Major Market Areas and Its Competitors

Table Weleda OTC Herbal and Traditional Medicines Revenue and Gross Margin (2016-2018)

Figure Weleda OTC Herbal and Traditional Medicines Market Share (2016-2018)

Table Blackmores Basic Information, Head Office, Major Market Areas and Its Competitors

Table Blackmores OTC Herbal and Traditional Medicines Revenue and Gross Margin (2016-2018)

Figure Blackmores OTC Herbal and Traditional Medicines Market Share (2016-2018)

Table Arkopharma Basic Information, Head Office, Major Market Areas and Its Competitors

Table Arkopharma OTC Herbal and Traditional Medicines Revenue and Gross Margin (2016-2018)

Figure Arkopharma OTC Herbal and Traditional Medicines Market Share (2016-2018)

Table Sido Muncul Basic Information, Head Office, Major Market Areas and Its Competitors

Table Sido Muncul OTC Herbal and Traditional Medicines Revenue and Gross Margin (2016-2018)

Figure Sido Muncul OTC Herbal and Traditional Medicines Market Share (2016-2018)

Table Arizona Natural Basic Information, Head Office, Major Market Areas and Its Competitors

Table Arizona Natural OTC Herbal and Traditional Medicines Revenue and Gross Margin (2016-2018)

Figure Arizona Natural OTC Herbal and Traditional Medicines Market Share (2016-2018)

Table Dabur India Basic Information, Head Office, Major Market Areas and Its Competitors

Table Dabur India OTC Herbal and Traditional Medicines Revenue and Gross Margin (2016-2018)

Figure Dabur India OTC Herbal and Traditional Medicines Market Share (2016-2018)

Table Herbal Africa Basic Information, Head Office, Major Market Areas and Its Competitors

Table Herbal Africa OTC Herbal and Traditional Medicines Revenue and Gross Margin (2016-2018)

Figure Herbal Africa OTC Herbal and Traditional Medicines Market Share (2016-2018)

Table Nature's Answer Basic Information, Head Office, Major Market Areas and Its Competitors

Table Bio-Botanica Basic Information, Head Office, Major Market Areas and Its Competitors

Table Potter's Herbal Basic Information, Head Office, Major Market Areas and Its Competitors

Table Zand Basic Information, Head Office, Major Market Areas and Its Competitors

Table Nature Herbs Basic Information, Head Office, Major Market Areas and Its Competitors

Table Imperial Ginseng Basic Information, Head Office, Major Market Areas and Its Competitors

Table Yunnan Baiyao Basic Information, Head Office, Major Market Areas and Its Competitors

Table Tongrentang Basic Information, Head Office, Major Market Areas and Its Competitors

Table TASLY Basic Information, Head Office, Major Market Areas and Its Competitors

Table Tianjin Zhongxin Pharmaceutical Group Basic Information, Head Office, Major Market Areas and Its Competitors

Table Kunming Pharma Basic Information, Head Office, Major Market Areas and Its Competitors

Table China Resources (Sanjiu) Basic Information, Head Office, Major Market Areas and Its Competitors

Table JZJT Basic Information, Head Office, Major Market Areas and Its Competitors

Table Guangzhou Pharma Basic Information, Head Office, Major Market Areas and Its Competitors

Table Taiji Group Basic Information, Head Office, Major Market Areas and Its Competitors

Table Hainan Haiyao Basic Information, Head Office, Major Market Areas and Its Competitors

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