

# Global OTC Herbal and Traditional Medicines Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

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# **Abstracts**

Herbal medicines are naturally derived medicines for treatment of various ailments. These generally represent medicines sourced from medicinal herbs, or, plants. Traditional medicines are sum of practices, skills, and knowledge based on experiences, beliefs, and theories indigenous to various cultures, used for prevention, and maintenance of health. Various types of herbal and traditional medicines include Chinese/oriental medicines, naturopathy, homeopathy, and Ayurveda. Based on the OTC Herbal and Traditional Medicines market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global OTC Herbal and Traditional Medicines market covered in Chapter 5:

Nutraceutical International Corporation



**Biovontrade SARL Bionorica SE** Integria Healthcare Pty Ltd. Jiaherb Inc. Blackmores Limited **Phytomed Herbal Solutions** The Bioforce Group Naturex SA Medico Herbs Amway Corporation The Nature's Bounty Co. Herbalife International Ricola AG Nutra Green Biotechnology Co., Ltd. Bio-Botanica, Inc. The Himalayan Drug Company Dabur India Ltd.

In Chapter 6, on the basis of types, the OTC Herbal and Traditional Medicines market from 2015 to 2025 is primarily split into: OTC Herbal Traditional Medicine

In Chapter 7, on the basis of applications, the OTC Herbal and Traditional Medicines market from 2015 to 2025 covers:

Pharmacy Drug Store Modern Trade Online Other OTC Format

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13: North America (Covered in Chapter 9) United States Canada Mexico Europe (Covered in Chapter 10)



Germany UK France Italy Spain Russia Others Asia-Pacific (Covered in Chapter 11) China Japan South Korea Australia India South America (Covered in Chapter 12) Brazil Argentina Columbia Middle East and Africa (Covered in Chapter 13) UAE Egypt South Africa

Years considered for this report: Historical Years: 2015-2019 Base Year: 2019 Estimated Year: 2020 Forecast Period: 2020-2025



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