



# Herbal/Traditional Products in the Philippines

September 2024

Table of Contents

## Herbal/Traditional Products in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Demand for herbal/traditional products continues to grow, supported by increased consumer mobility and aggressive marketing campaigns

Filipino consumers have a strong familiarity with herbal ingredients

Increasing levels of health consciousness drive consumers to become more ingredient-sensitive

#### PROSPECTS AND OPPORTUNITIES

Emerging products based on traditional remedies set to generate rising sales

Expanded retail distribution will drive demand, combined with growing popularity of herb gardening as a hobby

Herbal-based beauty-related products will benefit from perception as being more skin friendly

#### CATEGORY DATA

Table 1 - Sales of Herbal/Traditional Products by Category: Value 2019-2024

Table 2 - Sales of Herbal/Traditional Products by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Herbal/Traditional Products: % Value 2020-2024

Table 4 - LBN Brand Shares of Herbal/Traditional Products: % Value 2021-2024

Table 5 - Forecast Sales of Herbal/Traditional Products by Category: Value 2024-2029

Table 6 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2024-2029

## Consumer Health in the Philippines - Industry Overview

### EXECUTIVE SUMMARY

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer health?

### MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 8 - Life Expectancy at Birth 2019-2024

### MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2019-2024

Table 10 - Sales of Consumer Health by Category: % Value Growth 2019-2024

Table 11 - NBO Company Shares of Consumer Health: % Value 2020-2024

Table 12 - LBN Brand Shares of Consumer Health: % Value 2021-2024

Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2019-2024

Table 14 - Distribution of Consumer Health by Format: % Value 2019-2024

Table 15 - Distribution of Consumer Health by Format and Category: % Value 2024

Table 16 - Forecast Sales of Consumer Health by Category: Value 2024-2029

Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

### APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

Summary 1 - OTC: Switches 2023-2024

### DISCLAIMER

## DEFINITIONS

## SOURCES

### Summary 2 - Research Sources

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/herbal-traditional-products-in-the-philippines/report](http://www.euromonitor.com/herbal-traditional-products-in-the-philippines/report).