



# Herbal/Traditional Products in Brazil

March 2024

Table of Contents

## Herbal/Traditional Products in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Herbal/traditional products shows double-digit growth in Brazil  
Typical products from Brazil drive growth in herbal/traditional dietary supplements  
Healthier lifestyles and herbal solutions are reshaping Brazilian retail

#### PROSPECTS AND OPPORTUNITIES

Government support for herbal products expected to leverage growth in the coming years  
Companies investing in expansion of herbal/traditional products set a positive outlook for the category  
Evolution needed in prescribers' education about the qualities and benefits of phytotherapeutics

#### 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 Brazil - Industry Overview

### 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

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