



# Herbal/Traditional Products in Australia

September 2023

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## Herbal/Traditional Products in Australia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Herbal/traditional products sees continued growth due to health and wellness trend  
Extended cold and flu season and low vaccination drive demand for herbal/traditional cough and cold remedies  
Herbal/traditional products target sustainability claims for growth

#### PROSPECTS AND OPPORTUNITIES

Opportunity for natural cough remedies arising from changes in regulation of OTC cough medicines  
Herbal/traditional sleep aids expected to continue to grow strongly  
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### DISCLAIMER

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