



Herbal/Traditional Products in the US

September 2024

Table of Contents

Herbal/Traditional Products in the US - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Herbal/traditional products experiences another year of growth
Innovation is key to maintaining growth for herbal/traditional products
Rise of adaptogens and mushrooms as brain and cognitive health products

PROSPECTS AND OPPORTUNITIES

Mixed performance of herbal/traditional dietary supplements as a method for weight loss
Continued interest in women's health could highlight menstrual health support and drive integrated solutions for managing menstrual pain
Concerns about efficacy and safety could lead to further regulation, hinting at the potential slower growth of herbal/traditional products

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 US - 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

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - 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-us/report.