

Herbal/Traditional Products in China

September 2024

Table of Contents

Herbal/Traditional Products in China - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Herbal/traditional dietary supplements faces slow growth amidst shifting consumer preference Herbal/traditional products poised to retain their leadership in cough remedies

PROSPECTS AND OPPORTUNITIES

The growing prevalence of chronic digestive issues set to benefit herbal/traditional products Herbal/traditional dietary supplements must adapt to younger consumers to achieve growth

The concept of "tonifying qi and activating blood circulation" is well received in 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 China - 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

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 focusing 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-china/report.