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Herbal/Traditional Products in the Philippines

September 2024

Table of Contents

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

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