



Euromonitor
International

Herbal/Traditional Products in Costa Rica

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Costa Ricans continue to show strong interest in herbal/traditional products
Herbal/traditional sleep aids is the most dynamic category
Growth potential of branded products restricted by use of unpackaged alternatives

PROSPECTS AND OPPORTUNITIES

Herbal/traditional cough, cold and allergy (hay fever) remedies set to gain popularity
Gut health concerns will strengthen interest in herbal/traditional digestive remedies
Several categories expected to witness new herbal/traditional launches

CATEGORY DATA

- Table 1 - Sales of Herbal/Traditional Products: Value 2019-2024
- Table 2 - Sales of Herbal/Traditional Products: % 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: Value 2024-2029
- Table 6 - Forecast Sales of Herbal/Traditional Products: % Value Growth 2024-2029

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/herbal-traditional-products-in-costa-rica/report.