



Euromonitor
International

Herbal/Traditional Products in Singapore

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Local consumers’ trust in traditional/herbal remedies remains high
- Topical analgesics leads growth
- Eu Yan Sang and Hockhua Tonic provide gateway to traditional products

PROSPECTS AND OPPORTUNITIES

- Evolving demographics will boost demand for herbal/traditional topical analgesics
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DISCLAIMER

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