



# Herbal/Traditional Products in India

November 2023

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## Herbal/Traditional Products in India - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Herbal/traditional dietary supplements displays double-digit value growth  
Seasonality plays a significant role in herbal/traditional cough, cold and allergy remedies  
Dabur retains its lead with a focus on innovation, followed closely by Emami

#### PROSPECTS AND OPPORTUNITIES

Threat to herbal/traditional products from traditional home remedies  
Elevated consumer awareness of the need to maintain a healthy lifestyle will benefit the category  
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