

Herbal/Traditional Products in Indonesia

October 2024

Table of Contents

Herbal/Traditional Products in Indonesia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Herbal and traditional remedies are enduringly popular in Indonesia, with some seeing innovative applications Emphasis on innovative marketing practices

Local players lead sales

PROSPECTS AND OPPORTUNITIES

Herbal medicine set to become more widely utilised across healthcare services

Health benefits of Habbatussauda will be leveraged by manufacturers

Greater focus on reducing reliance on imports and growing export market for "jamu"

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 Indonesia - 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

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