



Euromonitor
International

Herbal/Traditional Products in Australia

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Consumer demand for “natural” products drives NPD within analgesics
- More routine use of herbal ingredients to help consumers tackle mental health and wellbeing
- Appeal of herbal products also linked to sustainability and vegan claims

PROSPECTS AND OPPORTUNITIES

- Abundance of processed food and supplements in consumer diets helps the “natural” positioning of herbal/traditional products
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DISCLAIMER

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