

Herbal/Traditional Products in New Zealand

October 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Further growth for herbal/traditional products in 2023, with sleep aids continuing to thrive
Sustainable, vegan and organic claims boost sales
Continuing strong demand for cough and cold remedies, due to extended cold and flu season

PROSPECTS AND OPPORTUNITIES

Further gains over the forecast period, in line with growing consumer awareness and acceptance of natural remedies
Herbal/traditional sleep aids will continue to see dynamic growth
New regulations regarding natural health products to impact industry

CATEGORY DATA

Table 1 - Sales of Herbal/Traditional Products by Category: Value 2018-2023
Table 2 - Sales of Herbal/Traditional Products by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023
Table 4 - LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023
Table 5 - Forecast Sales of Herbal/Traditional Products by Category: Value 2023-2028
Table 6 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2023-2028

Consumer Health in New Zealand - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023
Table 8 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2018-2023
Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023
Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023
Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023
Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023
Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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