

Herbal/Traditional Products in Canada

September 2023

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Herbal/Traditional Products in Canada - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Cannabidiol (CBD) offers growth potential in herbal/traditional products

The demand for herbal/traditional cough, cold and allergy (hay fever) remedies benefits from lingering supply and respiratory illness fears New regulations threaten to increase costs

PROSPECTS AND OPPORTUNITIES

Ageing population and CBD trends offer strong growth opportunities for herbal/traditional topical analgesics

Canadian brands to benefit from innovation and strong distribution

New labelling requirements to impact category costs and prices

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DISCLAIMER

DEFINITIONS

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