

Herbal/Traditional Products in Singapore

October 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Most categories within herbal/traditional products grow at a slower rate in volume terms

Gradual recovery of tourism drives sales in herbal/traditional topical analgesics

Habit persistence in herbal/traditional products paves the way for more extensive retail distribution in Singapore

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Evolving demographic needs will enable stable growth for herbal/traditional topical analgesics

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More transparency and communication necessary to ensure consumer loyalty

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