

Herbal/Traditional Products in Australia

September 2023

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Herbal/traditional products sees continued growth due to health and wellness trend

Extended cold and flu season and low vaccination drive demand for herbal/traditional cough and cold remedies

Herbal/traditional products target sustainability claims for growth

PROSPECTS AND OPPORTUNITIES

Opportunity for natural cough remedies arising from changes in regulation of OTC cough medicines

Herbal/traditional sleep aids expected to continue to grow strongly

Growing demand for herbal/traditional products addressing women's health, ranging from analgesics to dietary supplements

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 Australia - 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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