

Herbal/Traditional Products in Mexico

October 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Interest in herbal/traditional products rooted in the cultural relevance of Mexico's traditional medicine

Slowing demand for dietary supplements overall is reflected in herbal/traditional space

Herbal/traditional cough, cold and allergy remedies growing due to popularity of medicated confectionary

PROSPECTS AND OPPORTUNITIES

Effects of COVID-19 will linger over forecast period, altering the dynamics of herbal/traditional products

Brand innovation will be fundamental in driving sales within a saturated environment

Organic ingredients will be increasingly sought after over the forecast period

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