Euromonitor International

Herbal/Traditional Products in Thailand

October 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Herbal/traditional products sees growth amid shifting consumer and regulatory dynamics
Herbal/traditional tonics lead as preventive healthcare drives everyday wellness positioning
Regulatory tightening drives shift to science-backed herbal ingredients in Thailand

WHAT'S NEXT?

Scientific credibility and preventive health to drive steady growth through 2031
Herbal/traditional tonics lead growth as products evolve into everyday wellness solutions
Digital trust and omnichannel strategies expected to define competitive success

COMPETITIVE LANDSCAPE

Brand's Suntory leverages heritage and retail reach to reinforce leadership
Heritage brands and modern wellness players compete on digital engagement

CHANNELS

Pharmacies maintain trust as omnichannel strategies broaden reach
TikTok Shop and Shopee fuel digital-first brand engagement

PRODUCTS

Digital education and contemporary branding emerge as the primary drivers of innovation
Abhaibhubejhr, Khaolaor and Wang Prom lead recent innovation through digital education
Heritage trust and scientific validation redefine competitive advantage in herbal products

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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