



**Euromonitor
International**

Herbal/Traditional Products in US

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Tylenol expands into prevention with herbal supplements

Herbal/traditional sleep aids sees dynamism as consumers seek drug-free alternatives to aid sleep

FDA recalls of contaminated or mislabelled herbal supplements drive demand for certified herbal/traditional products

WHAT'S NEXT?

E-commerce brands will leverage AI visibility to drive herbal sales

Certifications and efficacy claims to fuel growth of premium products

COMPETITIVE LANDSCAPE

Ricola sustains leadership in a fragmented competitive environment

CHANNELS

Retail e-commerce leads and continues to grow

DTC brands and certifications build trust in a shifting retail landscape

PRODUCTS

Prevention reshapes the innovation agenda

Established brands venture into new supplement formats

Innovation raises the bar on trust and differentiation

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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- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/herbal-traditional-products-in-us/report.