



Euromonitor
International

Herbal/Traditional Products in Kuwait

October 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Himalaya leverages daily wellness focus to drive robust gains
Black seed oil and digestive remedies capture preventive demand
Pukka and Amazing Herbs earn loyalty by building trust and authenticity

WHAT'S NEXT?

Consumers anticipated to embrace packaged formats for everyday preventive health
Digestive remedies set to retain leadership as affordability and trust drive use
Holistic health and natural image expected too reshape business strategies

CHANNELS

Pharmacies retain shopper trust by guiding wellness choices
Retail e-commerce accelerates by offering broader choice and savings

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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