



KEY DATA FINDINGS

2025 DEVELOPMENTS

Preference for quick, effective standard solutions limits growth potential
Tiger Balm remains the leading brand in a highly fragmented competitive landscape
Safety concerns maintain the popularity of pharmacies

PROSPECTS AND OPPORTUNITIES

Maintaining trust is of key importance in the category
Distrust of informal sellers to maintain a preference for established retail channels
DIY trend can threaten purchases of herbal/traditional products

CATEGORY DATA

Table 1 - Sales of Herbal/Traditional Products by Category: Value 2020-2025
Table 2 - Sales of Herbal/Traditional Products by Category: % Value Growth 2020-2025
Table 3 - NBO Company Shares of Herbal/Traditional Products: % Value 2021-2025
Table 4 - LBN Brand Shares of Herbal/Traditional Products: % Value 2022-2025
Table 5 - Forecast Sales of Herbal/Traditional Products by Category: Value 2025-2030
Table 6 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2025-2030

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture
Key trends in 2025
Competitive landscape
Channel developments
What next for Consumer Health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025
Table 8 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2020-2025
Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025
Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025
Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025
Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025
Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

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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