



Euromonitor  
International

# Herbal/Traditional Products in the US

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Herbal/traditional products experiences another year of growth
- Innovation is key to maintaining growth for herbal/traditional products
- Rise of adaptogens and mushrooms as brain and cognitive health products

PROSPECTS AND OPPORTUNITIES

- Mixed performance of herbal/traditional dietary supplements as a method for weight loss
- Continued interest in women’s health could highlight menstrual health support and drive integrated solutions for managing menstrual pain
- Concerns about efficacy and safety could lead to further regulation, hinting at the potential slower growth of herbal/traditional products

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Consumer Health in the US - Industry Overview

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DISCLAIMER

DEFINITIONS

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