

Herbals & Naturals

Trends, Developments, Opportunities



Herbals & Naturals are one of the most interesting areas of consumer health, often driving category expansion and sales growth in myriad key markets, not only in dedicated supplements categories such as probiotics but also within cough & cold, pain relief, laxatives, sleep aids and more.

As consumers more frequently gravitate towards natural options, often in response to the increasing scrutiny and restriction of medicated ingredients, herbals & naturals offer a reliable, trusted path to success. Marketers are drawn by the appeal of wider channel availability, including a booming online sector, and a generally lower regulatory threshold than conventional medicines. An increasing reputation for efficacy among herbals & naturals, plus consumer concerns around medicine safety, is seeing them embraced by consumers and marketers alike.

Focusing on a selection of core markets that feature exciting developments and new opportunities, the **Herbals & Naturals** report drills down to the detail in key categories. It examines the biggest, most interesting H&N categories in each market, from probiotics, fish oils, CoQ10 and other natural supplements to herbal & natural brands within cough remedies, topical analgesics, laxatives, sleep aids and more.

The report features mid-2021 CHC sales data from our dedicated **DB6** database, plus forecasts to 2025 & 2030.

As consumers increasingly favour the online channel, e-Commerce sales of supplements are also explored.

Each market profile will feature:

- Overview of trends, developments & sales
- Split of CHC sales between H&N and non-H&N sales by major category
- Leading H&N marketers
- Regulations and classifications
- Category analysis, featuring latest topline and brand level sales data, plus NPD and promotional activity
- Outlook, forecasts and opportunities

Successful and innovative brands are cherry-picked for individual case studies that highlight developments, sales and success strategies

Areas covered by the report

Pure herbal & natural categories

- Herbal & natural joint health
- Herbal memory & brain health
- Herbal menopause supplements
- Herbal antidepressants
- Other herbal & natural supplements, including
 - Co-enzyme Q10
 - Fish oils & omega-3
 - Garlic
 - Ginseng
 - GLA
 - Lecithin
 - Royal jelly
- Probiotics

Herbals & naturals within selected mixed* categories

- Topical analgesics
- Cough remedies
- Laxatives
- Sedatives & sleep aids
- Urinary products

*categories featuring both H&N and non-H&N brands



Markets profiled in dedicated chapters



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