



**Euromonitor
International**

Herbal/Traditional Products in the Philippines

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Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Consumer demand for immunity, beauty and digestive health
Rapid growth of 'others' within increasingly fragmented competitive landscape
Rapid online shift and rising interest in ingredients

PROSPECTS AND OPPORTUNITIES

Continued innovation and the rise of combination products
Increased regulatory scrutiny and consumer sophistication
Expanded retail distribution will drive demand, combined with growing popularity of herb gardening as a hobby

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

Consumer Health in the Philippines - Industry Overview

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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