



Euromonitor
International

Herbal/Traditional Products in the United Kingdom

September 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Herbal supplements and topical remedies fuel market growth in 2025
Intense market competition driven by consumer trust and brand visibility
Traditional retail remains important amid e-commerce surge

PROSPECTS AND OPPORTUNITIES

Steady growth ahead for the UK herbal/traditional products market
Innovation to boost demand for herbal/traditional products
Enhanced herbal medicine regulations to broaden access and strengthen consumer safety

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 United Kingdom - 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
Summary 1 - OTC: Switches 2024-2025

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/herbal-traditional-products-in-the-united-kingdom/report.