

# Herbal/Traditional Products in the Philippines

October 2023

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## Herbal/Traditional Products in the Philippines - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Herbal/traditional products benefits from focus on complementary medicine  
Virgin coconut oil remains a popular choice as consumers favour natural products  
Herbal/traditional products increasingly seen as medicinal

#### PROSPECTS AND OPPORTUNITIES

Emerging products based on traditional remedies set to generate rising sales  
Wider consumer trends favourable for a continuation of positive sales growth  
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