



# Herbal/Traditional Products in New Zealand

October 2023

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## Herbal/Traditional Products in New Zealand - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Further growth for herbal/traditional products in 2023, with sleep aids continuing to thrive  
Sustainable, vegan and organic claims boost sales  
Continuing strong demand for cough and cold remedies, due to extended cold and flu season

#### PROSPECTS AND OPPORTUNITIES

Further gains over the forecast period, in line with growing consumer awareness and acceptance of natural remedies  
Herbal/traditional sleep aids will continue to see dynamic growth  
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### DISCLAIMER

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