

Herbal/Traditional Products in Singapore

October 2023

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Herbal/Traditional Products in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Most categories within herbal/traditional products grow at a slower rate in volume terms
Gradual recovery of tourism drives sales in herbal/traditional topical analgesics
Habit persistence in herbal/traditional products paves the way for more extensive retail distribution in Singapore

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Evolving demographic needs will enable stable growth for herbal/traditional topical analgesics
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