



Herbal/Traditional Products in the US

September 2023

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Herbal/Traditional Products in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rise of premium botanical blends across key consumer health categories

Herbal/traditional dietary supplements sees an improved performance as consumers seek natural solutions to their health problems

Berberine trends as a natural alternative to GLP-1 weight loss medications

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New herbal/traditional ingredients and formats are rapidly gaining popularity

Efficacy and safety apprehensions might soften the growth of herbal/traditional products

Capturing the minds and needs of younger consumers will be critical

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DISCLAIMER

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