

# Herbal/Traditional Products in Mexico

October 2023

Table of Contents

## Herbal/Traditional Products in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Interest in herbal/traditional products rooted in the cultural relevance of Mexico's traditional medicine  
Slowing demand for dietary supplements overall is reflected in herbal/traditional space  
Herbal/traditional cough, cold and allergy remedies growing due to popularity of medicated confectionary

#### PROSPECTS AND OPPORTUNITIES

Effects of COVID-19 will linger over forecast period, altering the dynamics of herbal/traditional products  
Brand innovation will be fundamental in driving sales within a saturated environment  
Organic ingredients will be increasingly sought after over the forecast period

#### CATEGORY DATA

Table 1 - Sales of Herbal/Traditional Products by Category: Value 2018-2023  
Table 2 - Sales of Herbal/Traditional Products by Category: % Value Growth 2018-2023  
Table 3 - NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023  
Table 4 - LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023  
Table 5 - Forecast Sales of Herbal/Traditional Products by Category: Value 2023-2028  
Table 6 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2023-2028

## Consumer Health in Mexico - Industry Overview

### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

### MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023  
Table 8 - Life Expectancy at Birth 2018-2023

### MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2018-2023  
Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023  
Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023  
Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023  
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023  
Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023  
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023  
Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028  
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

### APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches

### DISCLAIMER

### DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

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