

# Herbal/Traditional Products in Thailand

January 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Herbal remedies retain their popularity

Relaxation of regulations leads to wider availability of CBD-based offerings

Suntory remains the clear leader

### PROSPECTS AND OPPORTUNITIES

Robust growth expected, thanks to sustained investment in new product launches

Trend towards healthier eating habits, and competition from functional packaged foods could affect demand

Thai government looks set to play key role in promoting the use of local herbal/traditional products

### 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 Thailand - 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

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### DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

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