

# Herbal/Traditional Products in the US

September 2023

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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

PROSPECTS AND OPPORTUNITIES

New herbal/traditional ingredients and formats are rapidly gaining popularity  
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Capturing the minds and needs of younger consumers will be critical

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Consumer Health in the US - Industry Overview

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DISCLAIMER

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