Euromonitor International

Herbal/Traditional Products in US

September 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Tylenol expands into prevention with herbal supplements
Herbal/traditional sleep aids sees dynamism as consumers seek drug-free alternatives to aid sleep
FDA recalls of contaminated or mislabelled herbal supplements drive demand for certified herbal/traditional products

WHAT'S NEXT?

E-commerce brands will leverage AI visibility to drive herbal sales
Certifications and efficacy claims to fuel growth of premium products

COMPETITIVE LANDSCAPE

Ricola sustains leadership in a fragmented competitive environment

CHANNELS

Retail e-commerce leads and continues to grow
DTC brands and certifications build trust in a shifting retail landscape

PRODUCTS

Prevention reshapes the innovation agenda
Established brands venture into new supplement formats
Innovation raises the bar on trust and differentiation

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

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