The homeopathic and herbal remedies market continues to grow steadily. In 2016, total US retail sales are estimated at nearly $5.4 billion, and Mintel forecasts a stable growth trajectory through 2021.

This report looks at the following areas:

- Aging population tempers short-term growth
- Consumers don’t understand the category
- Competitive landscape adds to consumer confusion

While the aging US population presents short-term challenges, industry players can harness the acceptance among younger users, parents, and the growing Hispanic demographic to advance the market’s position. Beyond appealing to these key demographics, the industry can benefit from increasing consumer education to clarify and define alternative remedies as well as elaborate on product efficacy and safety to assuage consumer trepidation.
Table of Contents

Overview
What you need to know
Definition

Executive Summary
The issues
Aging population tempers short-term growth
  Figure 1: Total US sales and fan chart forecast of homeopathic and herbal remedies market, at current prices, 2011-21
Consumers don’t understand the category
  Figure 2: Barriers to using alternative remedies, August 2016
Competitive landscape adds to consumer confusion
  Figure 3: Any use of OTC medication, herbal remedies, and homeopathic remedies to treat ailments, August 2016

The opportunities
Focus on families
  Figure 4: Any use of OTC medication, herbal remedies, and homeopathic remedies to treat ailments, by parental status, August 2016
Increase understanding of category with focus on efficacy and safety
  Figure 5: Sources of information, August 2016
Homeopathic remedies on deck for future growth
  Figure 6: Total US forecast of homeopathic remedies, at current prices, 2016-21

What it means

The Market – What You Need to Know
Steady growth in homeopathic and herbal remedies
Success in herbal remedies reflects natural attributes
Homeopathic remedies on deck for future growth
Competitive landscape adds to consumer confusion

Market Size and Forecast
Historic and projected sales performance
  Figure 7: Total US sales and fan chart forecast of homeopathic and herbal remedies market, at current prices, 2011-21
  Figure 8: Total US sales and forecast of homeopathic and herbal remedies market, at current prices, 2011-21

Market Breakdown
Herbal remedies dominate market sales
  Figure 9: Total US retail sales of homeopathic and herbal remedies, by segment, at current prices, 2014 and 2016
Opportunity for growth in homeopathic treatments
  Figure 10: Total US retail sales and forecast of homeopathic and herbal remedies, by segment, at current prices, 2011-21

Market Perspective
Use and perceptions of OTC medication

BUY THIS REPORT NOW
Homeopathic and Herbal Remedies - US - November 2016

OTC remedies remain the "go-to" treatment

Correspondence analysis methodology

Market Factors

Aging population provides a short-term challenge

Potential for future generations as engaged alternative remedy users

Hispanics offer opportunity for category growth

Key Players – What You Need to Know

Botanical/herbal claims popular in healthcare products

Targeting families is a successful approach for product launches

Increase understanding of category with focus on efficacy and safety

Organic: The next step beyond natural

Alternative remedies as a "go-to" treatment

What’s Working?

Market boosted by herbal remedies

Alternate formats encourage use

Focus on families

What’s Struggling?

Understanding the category

Communicating product efficacy and safety

What’s Next?

Going beyond natural to tout organic homeopathic medicine

Challenging OTC as the "go-to" remedy

The Consumer – What You Need to Know

BUY THIS REPORT NOW
Homeopathic remedies used to treat acute illness
Natural associations encourage use of herbal remedies
Belief in treatment philosophy influences purchase behavior
"Try anything" mentality drives use of alternative remedies
Internet remains the cornerstone of information sourcing
Efficacy and safety concerns remain barriers to use

Use and Perceptions of Homeopathic Remedies

Strong incidence of use for homeopathic remedies
Figure 25: Use of homeopathic remedies to treat ailments, August 2016

Homeopathic remedies attract younger consumers
Figure 26: Use of homeopathic remedies to treat ailments, by age, August 2016

Hispanics more likely to use homeopathic remedies for any ailment
Figure 27: Use of homeopathic remedies to treat ailments, by Hispanic origin, August 2016

Homeopathic remedies perceived as natural
Figure 28: Perceptions of homeopathic remedies, August 2016

Lack of understanding is a barrier to use among older consumers
Figure 29: Perceptions of homeopathic remedies, by age, August 2016

Homeopathic remedies are a go-to remedy among Hispanics
Figure 30: Perceptions of homeopathic remedies, by Hispanic origin, August 2016

Reasons for Purchasing Homeopathic Remedies

Belief in philosophy encourages purchase of homeopathic remedies
Figure 31: Reasons for purchasing homeopathic remedies, August 2016

Baby Boomers believe in philosophy and have long history of use
Figure 32: Reasons for purchasing homeopathic remedies, by generation, August 2016

Hispanics under index in belief of homeopathic remedy philosophy
Figure 33: Reasons for purchasing homeopathic remedies, by Hispanic origin, August 2016

Use and Perceptions of Herbal Remedies

Herbal remedy use is slightly higher than homeopathic remedies
Figure 34: Use of herbal remedies to treat ailments, August 2016

Parents are more likely to use herbal remedies
Figure 35: Use of herbal remedies to treat ailments, by parental status, August 2016

Hispanics are heavier users of herbal remedies
Figure 36: Use of herbal remedies to treat ailments, by Hispanic origin, August 2016

Herbal remedies perceived as natural, safe, and without side effects
Figure 37: Perceptions of herbal remedies, August 2016

Younger adults associate herbal remedies as natural and trustworthy
Figure 38: Perceptions of herbal remedies, by age, August 2016

Hispanics are more likely to say herbal remedies are regulated
Reasons for Purchasing Herbal Remedies

Herbal remedies often used in tandem with conventional medicine
Figure 40: Reasons for purchasing herbal remedies, August 2016

Baby Boomers believe in philosophy and have long history of use
Figure 41: Reasons for purchasing herbal remedies, by generation, August 2016

Hispanics under index in belief of herbal remedy philosophy
Figure 42: Reasons for purchasing herbal remedies, by Hispanic origin, August 2016

Attitudes toward Alternative Remedies

Alternative remedies garner use as a result of a “try anything” mentality
Figure 43: Attitudes toward alternative remedies, August 2016

Millennials are most likely to “try anything” to treat an illness
Figure 44: Attitudes toward alternative remedies, by generation, August 2016

Safety perceptions drive trust among parents
Figure 45: Select attitudes toward alternative remedies, by parental status, August 2016

Hispanics over index in trusting alternative medicines
Figure 46: Select attitudes toward alternative remedies, by Hispanic origin, August 2016

Sources of Information

General internet sources is the leading source of information
Figure 47: Sources of information, August 2016

Younger generations use books and blogs for information
Figure 48: Select sources of information, by generation, August 2016

Parents seek information that aligns with parenting philosophy
Figure 49: Select sources of information, by parental status, August 2016

Family and friends are an important source of information for Hispanics
Figure 50: Select sources of information, by Hispanic origin, August 2016

Barriers to Using Alternative Remedies

Efficacy, safety, and understanding remain barriers to use
Figure 51: Barriers to using alternative remedies, August 2016

Adults 25-34 less likely to challenge efficacy but desire proof for safety
Figure 52: Barriers to using alternative remedies, by age, August 2016

Parents are more likely to say price is a barrier to use
Figure 53: Select barriers to using alternative remedies, by parental status, August 2016

Appendix – Data Sources and Abbreviations

Data sources
Sales data
Fan chart forecast
Consumer survey data
Homeopathic and Herbal Remedies - US - November 2016

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Abbreviations and terms

Abbreviations

Terms

Appendix – Market

Figure 54: Total US sales and forecast of homeopathic and herbal remedies market, at inflation-adjusted prices, 2011-21
Figure 55: Total US retail sales and forecast of homeopathic and herbal remedies, by segment, at current prices, 2011-21
Figure 56: Total US retail sales of homeopathic and herbal remedies, by channel, at current prices, 2011-16
Figure 57: Total US retail sales of homeopathic and herbal remedies, by channel, at current prices, 2014 and 2016
Figure 58: Share of new healthcare products launched, by claim, 2011-16

Appendix – SPINS

Figure 59: Natural supermarket sales of herbal and homeopathic remedies, at current prices, rolling 52-weeks ending July 13, 2014-July 10, 2016
Figure 60: Natural supermarket sales of herbal and homeopathic remedies by segment, at current prices, rolling 52-weeks ending July 13, 2014-July 10, 2016
Figure 61: Natural supermarket sales of herbal formulas, by type, at current prices, rolling 52-weeks ending July 13, 2014-July 10, 2016
Figure 62: Natural supermarket sales of herbal single, by type, at current prices, rolling 52-weeks ending July 13, 2014-July 10, 2016
Figure 63: Natural supermarket sales of homeopathic remedies, by type, at current prices, rolling 52-weeks ending July 13, 2014-July 10, 2016