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SOUTH AFRICAN

HERBAL PRODUCTS

INDUSTRY INSIGHTS SAMPLE REPORT

Published: NOVEMBER 2026

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More than just market intelligence, the reports become a valuable knowledge-sharing tool, helping leadership teams make informed decisions through regularly updated insights on competitor news and financial results, product launches, industry trends, global and South African news and legislation, innovation and technology, and socio-political developments. The result is clear, decision-support intelligence that helps your business anticipate risks, identify opportunities and stay ahead of market change.

Contact us to discuss scope

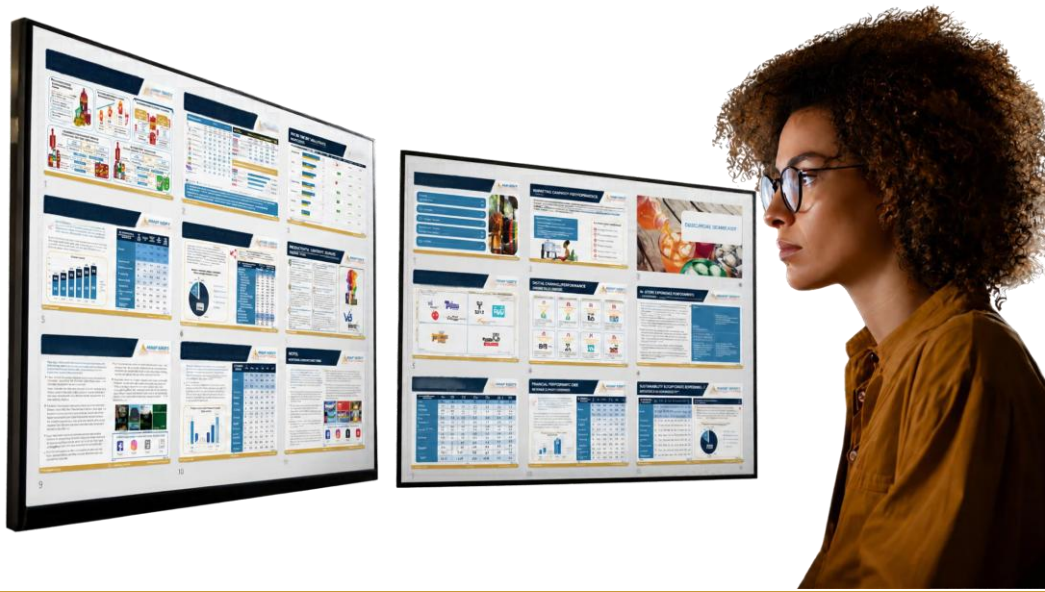
SA MARKET SIZING & COMPETITOR ANALYSIS
READY-TO-BUY

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The **South African Market Sizing and Competitor Analysis Insights Report** provides a dynamic synthesis of industry research, examining the local industry, in-depth view of the market players and competitors, their latest company news in terms of products, services, marketing initiatives, the latest marketing and advertising news, products offered and social media following.

Key questions the report will help you to answer

- What are the current market dynamics (market size and market value): 2020-2025 Actual, 2026-2030 Forecasts?
- Which are the key manufacturers, distributors, and retail players in the South African industry?
- What is the latest company news for key players in terms of products, services, and new launches?
- For each key manufacturer, what are the products offered?
- How does each key player position themselves, and what are the strategic implications?



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COMPANIES IN COMPETITOR ANALYSIS

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DNA®

Phytomed

Nativa
health • science • nature

APDOC

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SCREENSHOTS FROM REPORT

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111-page report filled with detailed charts, graphs, and insights



1



2



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6 ★



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13 ★



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SAMPLE FROM REPORT
MARKET SIZE OVERVIEW

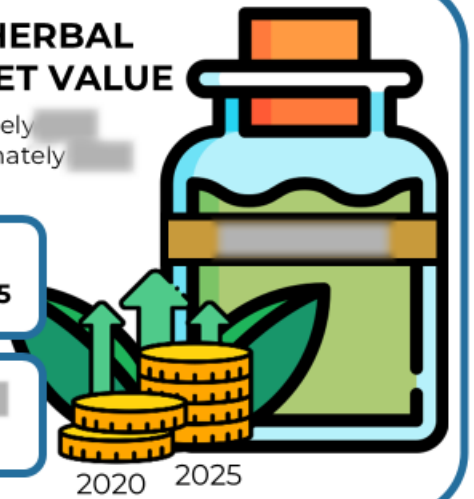
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SOUTH AFRICAN HERBAL PRODUCTS MARKET VALUE

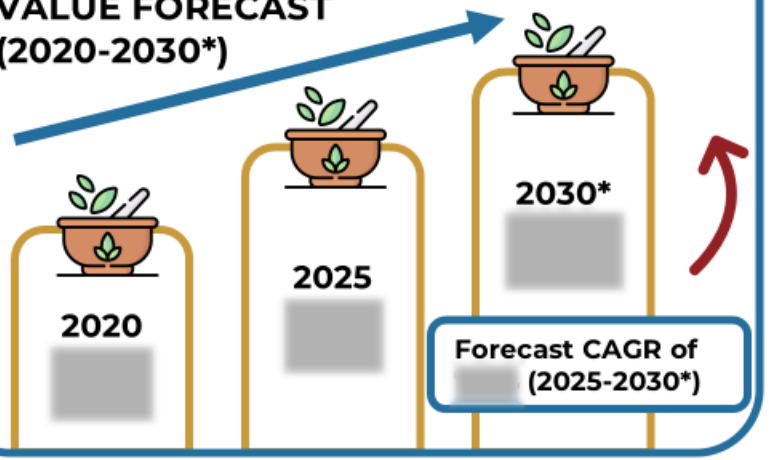
Increased from approximately [redacted] in 2020, to approximately [redacted] in 2025.

Market increase of [redacted] from 2020 to 2025

Grew at a CAGR of [redacted] (2020-2025)

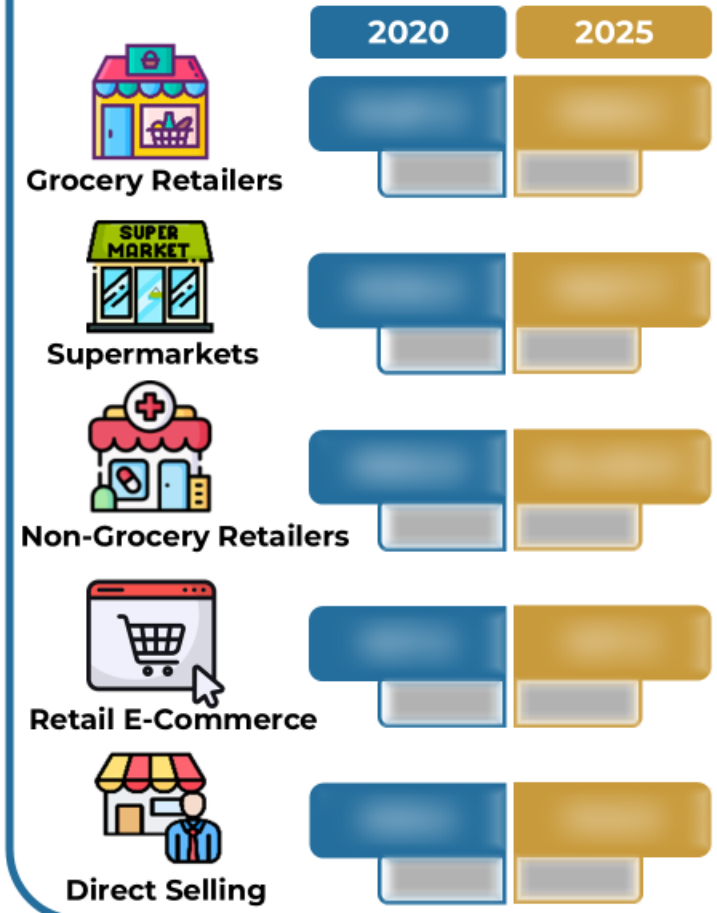


SA HERBAL PRODUCTS MARKET VALUE FORECAST (2020-2030*)

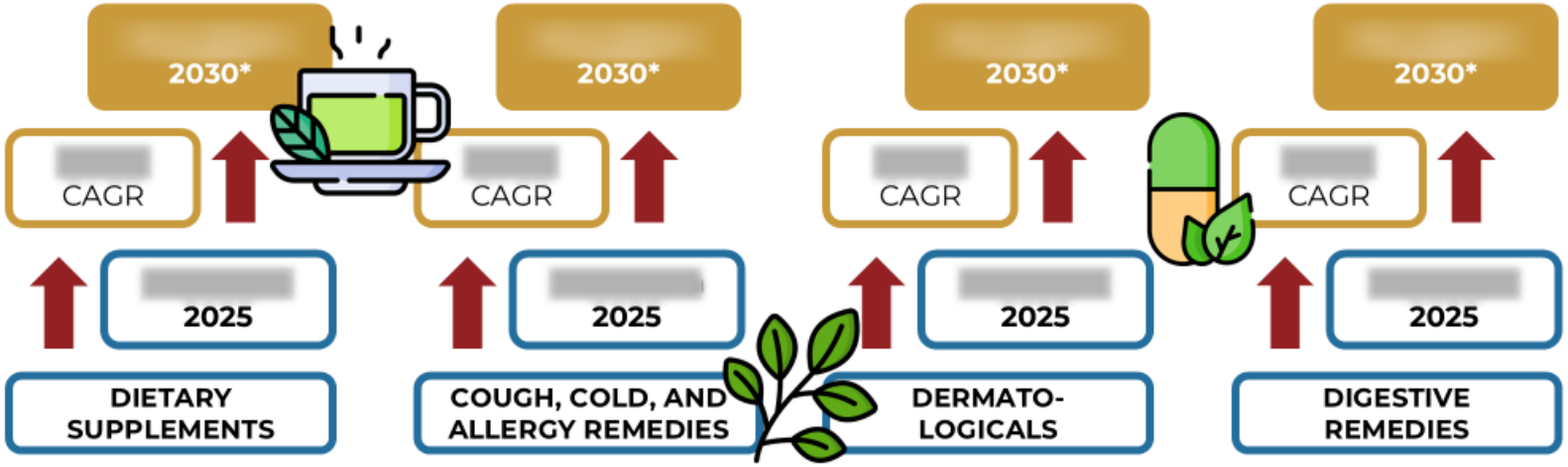


SA HERBAL PRODUCTS MARKET DISTRIBUTION: REVENUE SHARE

IN ZAR MILLION



SA HERBAL PRODUCTS MARKET SIZE VALUE FORECAST: BY CATEGORY



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FEELGOOD HEALTH COMPANY NEWS

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Feelgood Health Offers Birthday-Month Discounts On Selected Herbal Products

In October 2026, Feelgood Health South Africa offered special birthday-month discounts on selected Herbal products. These included 20% off Crave-RX Herbal Oral Drops, and 10%–20% off selected children's concentration and mood products, including AshwaRelax, Focus & Calm and MindSoothe Junior and were also featured in the promotional campaign. ***(26 October 2026)***

Feelgood Health Products Featured In Black Friday Wholesale Promotion

In October 2026, Feelgood Health products, including Sceletium, a Herbal supplement marketed for mood and focus, were featured in Natural Wholesalers' Black Friday promotion, which ran from 5 to 30 October. The promotion offered wholesale customers a free sixth unit when purchasing five units, alongside an automatic 10% discount on orders exceeding R5,000, including VAT. ***(5 October 2026)***

Feelgood Health Celebrates 26th Anniversary With Sitewide Discounts

In October 2026, Feelgood Health South Africa celebrated its 26th anniversary with a month-long promotion offering sitewide savings, including discounts of 10%, 20% and 50% on selected products. The campaign also included 26 Golden Tickets hidden in random customer orders, adding a prize element to the birthday-month shopping promotion, which ran until 31 October. ***(2 October 2026)***

Feelgood Health Partners With Parent Sense App

In September 2026, Michele Carelse, founder of Feelgood Health South Africa, highlighted the company's collaboration with Parent Sense, a parenting app founded by Meg Faure. Feelgood Health is now featured in the app, giving parents access to its condition-specific natural remedies alongside expert parenting guidance. ***(30 September 2026)***

Feelgood Health Offers Heritage Day Discounts And Free Delivery

In September 2026, Feelgood Health South Africa marked Heritage Day with a special promotion offering discounts of up to 50% across its online store. The company also provided automatic free delivery to customers across South Africa on 24 September, encouraging shoppers to take advantage of the limited-time savings. ***(24 September 2026)***

Feelgood Health Offers Spring Promotion With Instant Rewards

In September 2026, Feelgood Health South Africa ran a spring promotion from 1 to 3 September, inviting customers who placed online orders to spin a prize wheel for instant rewards and enter a draw to win a R1,000 jackpot. The limited-time campaign aimed to add an element of excitement to online shopping while encouraging customers to place orders through the company's website. ***(1 September 2026)***

Feelgood Health Refreshes Concentration Combo Packaging

In August 2026, Feelgood Health South Africa refreshed the packaging of its Concentration Combo for Kids, which combines BrightSpark with Focus & Calm, a Herbal remedy formulated to support children's concentration, memory and calmness. The update gives the existing combination a fresh look without changing its product offering. ***(15 August 2026)***

Feelgood Health Founder Named Nedbank Business Ignite Finalist

In June 2026, Michele Carelse, founder of Feelgood Health South Africa, announced her selection as a finalist in the Nedbank Business Ignite Competition during a CapeTalk interview. She discussed the company's growth from a few remedies developed in her psychology practice over 20 years ago to more than 350 natural remedies for babies, children, adults and pets, available across South Africa. ***(26 June 2026)***

Feelgood Health
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SAMPLE FROM REPORT
NUTRIGREEN NUTRIHERB NUTRILIFE HERBAL BRANDS/PRODUCTS

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IMAGE	PRODUCT	DESCRIPTION	IMAGE	PRODUCT	DESCRIPTION
	**Nutrigreens Superfoods Celery**	A Herbal tablet containing celery seed extract that supports relief from lumbago, fibrositis, rheumatic pain, and gout.		**Nutriherb Aloe Vera**	A Herbal tablet containing bitters extract that supports regularity and the body's natural detoxification.
	**Nutrigreens Superfoods Fenugreek**	A Herbal tablet containing fenugreek seed that supports blood sugar and cholesterol control.		**Nutriherb Angelica**	A Herbal capsule containing angelica (dong quai) root powder and extract that supports women's health and normal blood pressure levels.
	**Nutriherb Acne Aid**	A Herbal dietary capsule containing chamomile, echinacea, horsetail silica, red clover, and other ingredients that supports clear, healthy skin.		**Nutriherb Artemisia Afra/Annua Blend**	A Herbal capsule containing a standardised Artemisia afra and annua blend that supports the body's defence against viral, bacterial, and parasitic infections.
	**Nutriherb African Potato**	A Herbal tablet containing African potato rhizome that supports a healthy immune system and is used for prostate and arthritic conditions.		**Nutriherb Artemisia Annua**	A Herbal tablet containing standardised Artemisia annua extract and powder that supports the body's defence against infections and is used for colds, flu, and fever.
	**Nutriherb Aloe Ferox**	A Herbal tablet containing aloe ferox sap powder that supports regularity and is also used for arthritis, eczema, and stress.		**Nutriherb Ashwagandha**	A Herbal capsule containing standardised ashwagandha root extract and powder that supports adrenal function, energy, stress levels, and immune function.

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SAMPLE FROM REPORT
PHYTO-FORCE HERBAL LABORATORIES OVERVIEW

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Established in 2000, Phyto-Force Herbal Laboratories is a South African manufacturer specialising in Herbal tinctures, extracts, and natural remedies. The company produces plant-based products for healthcare practitioners and consumers, with a focus on traditional Herbal medicine and natural healthcare.

- More specifically, Phyto-Force sources medicinal plants from their countries of origin through reputable suppliers, with an emphasis on sustainable sourcing and glass packaging. Its remedies are produced without herbicides, pesticides, fertilisers, or colourants.
- Moreover, the company's herbal tinctures and blends are produced according to standards outlined in the British Pharmacopoeia and Phototherapeutic Materia Medica, with a focus on preserving the plants' natural properties.
- In addition, Phyto-Force has a network of over 150 stockists across Southern Africa, including Dis-Chem, Wellness Warehouse, independent pharmacies, and health shops in South Africa, Botswana, and Namibia. Products are also available through its online store.
- As for its Herbal Products offering, the portfolio includes over 100 single-herb tinctures, Herbal blends, and teas, alongside essential oils, creams, and soaps. Specific products include Phyto-Force African Wormwood, Ashwagandha, Echinacea, Ginkgo, and Sutherlandia tinctures, amongst others, targeting concerns such as digestive health, stress, respiratory health, and various other ailments.

PHYTO-FORCE HERBAL LABORATORIES HERBAL BRANDS/PRODUCTS:

- **Bio-Logic**
- **Phyto-Force**



PHYTO-FORCE HERBAL TINCTURES

Phyto-Force

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MARKET SIZING & COMPETITOR ANALYSIS REPORT
OVERVIEW

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EXECUTIVE SUMMARY (6 Pages)

Brand Positioning Archetypes

Competitive Strategy Heatmap

Competitive Positioning Map

Category Leader Dashboard

Product Format Coverage

SOUTH AFRICAN HERBAL PRODUCTS INDUSTRY (12 Pages)

South African Industry Overview

South African Industry Market Size: South African Herbal/Traditional Products Market Definitions

South African Industry Market Size: South African Herbal/Traditional Products Distribution Channel Definitions

South African Industry Market Size: Herbal/Traditional Products Market (2020-2025): VALUE OF SA HERBAL/TRADITIONAL PRODUCTS MARKET: 2020-2025 (IN ZAR MILLION); SA HERBAL/TRADITIONAL PRODUCTS MARKET CAGR AND TOTAL GROWTH (IN PERCENTAGE) (Graph and Table)

South African Industry Market Size: Herbal/Traditional Products Market (2020-2025): VALUE OF SA HERBAL/TRADITIONAL PRODUCTS MARKET BY CATEGORY (2020-2025) (IN ZAR MILLION) (Table)

South African Industry Market Size Forecast: Herbal/Traditional Products Market (Forecast: 2026*-2030*): VALUE OF SA HERBAL/TRADITIONAL PRODUCTS MARKET: 2025 & 2030* (IN ZAR MILLION); SA HERBAL/TRADITIONAL PRODUCTS MARKET VALUE FORECAST BY CATEGORY (IN ZAR MILLION) (Graph and Table)



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SOUTH AFRICAN HERBAL PRODUCTS INDUSTRY (CONTINUED) (12 Pages)

South African Industry Market Size: Herbal/Traditional Products Market Volumes (2020– 2030*): RETAIL VOLUME OF SA HERBAL/TRADITIONAL PRODUCTS MARKET: (2020-2030*) (Table)

South African Industry Market Distribution: Herbal/Traditional Products Market: CHANNEL DISTRIBUTION FOR HERBAL/TRADITIONAL PRODUCTS MARKET: 2025 (IN PERCENTAGE); CHANNEL DISTRIBUTION (2020 AND 2025) BY OUTLET TYPE (Graph and Table)

SOUTH AFRICAN HERBAL PRODUCTS MANUFACTURER AND DISTRIBUTOR OVERVIEW (79 Pages)

Apdoc Health & Herb Pharmaceuticals: Overview

Apdoc Health & Herb Pharmaceuticals: Herbal Brands/Products

Austell Pharmaceuticals: Company News

Austell Pharmaceuticals: Herbal Brands/Products

Biomuti: Company News

Biomuti: Herbal Brands/Products

DNA Biopharm: Overview

DNA Biopharm: Herbal Brands/Products

Feelgood Health: Company News

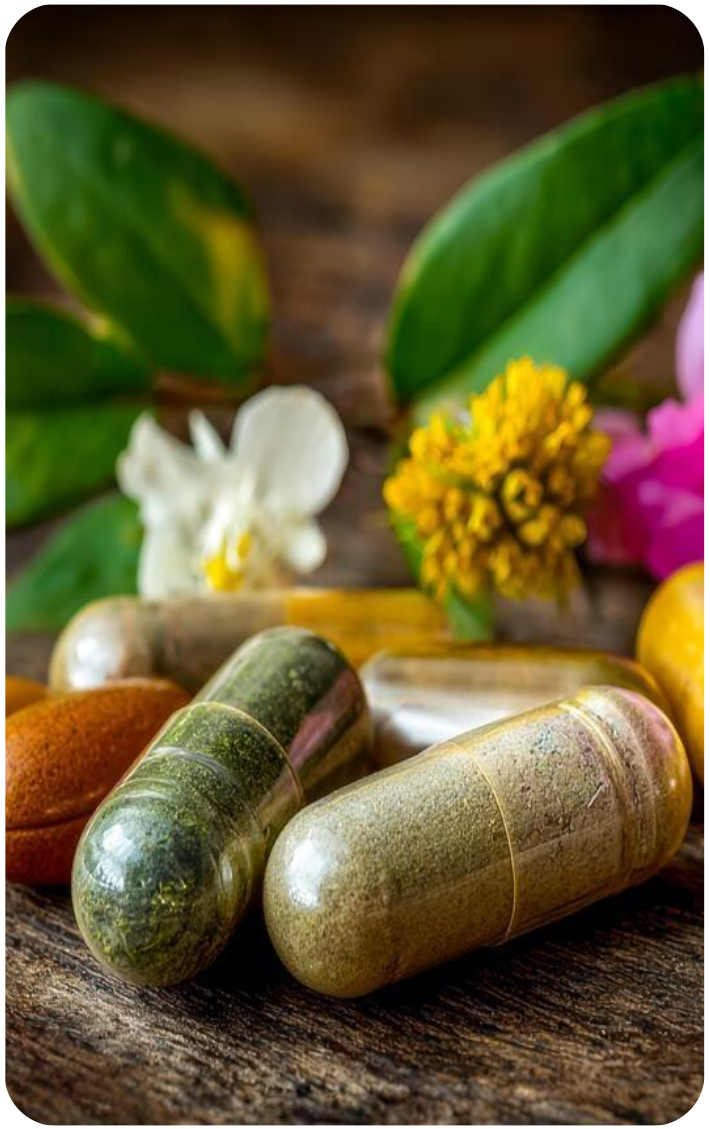


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SOUTH AFRICAN HERBAL PRODUCTS MANUFACTURER AND DISTRIBUTOR OVERVIEW (CONTINUED) (78 Pages)

Feelgood Health: Herbal Brands/Products
Flora Force: Overview
Flora Force: Herbal Brands/Products
Herbal Africa: Overview
Herbal Africa: Herbal Brands/Products
Nativa: Company News
Nativa: Herbal Brands/Products
Natroceutics: Overview
Natroceutics: Herbal Brands/Products
Nutrigreen Nutriherb Nutrilife: Overview
Nutrigreen Nutriherb Nutrilife: Herbal Brands/Products
Phytoceutics/Coyne Healthcare: Company News
Phytoceutics/Coyne Healthcare: Herbal Brands/Products
Phyto-Force Herbal Laboratories: Overview
Phyto-Force Herbal Laboratories: Herbal Brands/Products
Phytomed Herbal Supplements: Company News
Phytomed Herbal Supplements: Herbal Brands/Products



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SOUTH AFRICAN HERBAL PRODUCTS MANUFACTURER AND DISTRIBUTOR OVERVIEW (CONTINUED) (78 Pages)

Vital Health Foods: Overview

Vital Health Foods: Herbal Brands/Products

W.Last: Company News

W.Last: Herbal Brands/Products

SA Manufacturers and Distributors: Other

SOUTH AFRICAN HERBAL PRODUCTS RETAILER ANALYSIS (4 Pages)

Clicks: Overview and Herbal Brands/Products

Dis-Chem: Overview and Herbal Brands/Products

Wellness Warehouse: Overview

Wellness Warehouse: Herbal Brands/Products



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SA COMPETITOR MARKET SHARE ANALYSIS
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The **Competitor Market Share Analysis Insights Report** provides valuable market intelligence on company and brand performance, featuring market share, retail sales and volume data for the period 2021–2025. By tracking performance over time, the report enables decision-makers to benchmark competitors, identify market share shifts, assess sales growth and understand the competitive positioning of individual companies and brands to inform strategic business decisions.

Key questions the report answer

- What is each company's market share, and how has it changed from 2021 to 2025?
- What is the market share of individual brands, and how has their position evolved?
- What are the annual retail sales of each company from 2021 to 2025?
- What are the annual retail volume of individual brands over this period?
- How does your company's and brand's performance compare with key competitors?

Sample: Market Share



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SOUTH AFRICAN INDUSTRY INSIGHTS REPORT
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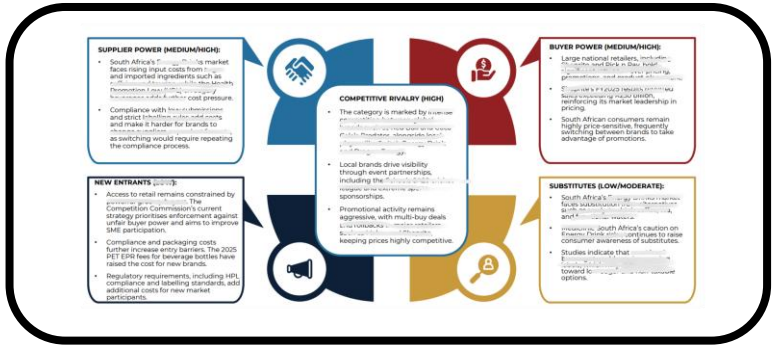
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The **South African Industry Insights Report** provides a comprehensive overview of the local market, examining the competitive landscape and key industry developments. It explores emerging trends, product innovation, technological advancements and the economic, social and regulatory factors shaping the market, highlighting key opportunities and challenges influencing future industry growth.

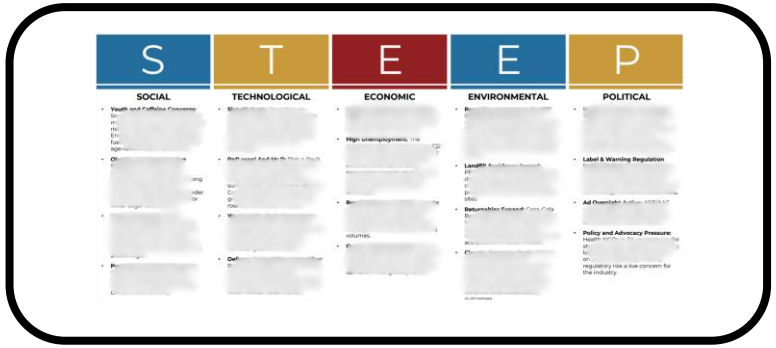
Key questions the report will help you to answer

- What is the Porter's Five Forces and STEEP analysis for the South African markets?
- What are the latest industry trends and product innovations?
- What are the key drivers shaping market growth?
- Which challenges could affect future industry growth?
- What innovations and technology are shaping the South African industry?

Sample: Porter's Five Forces



Sample: Steep Analysis



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PRICING ANALYSIS INSIGHTS REPORT
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The **Pricing Analysis Insights Report** provides a comparative overview of product prices across leading South African retail outlets. It examines pricing differences across retailers, brands and product sizes, offering valuable insights into market pricing, price positioning and the competitive retail landscape.

Key questions the report answer

- What are the prices of popular Herbal Products brands across South African retail outlets?
- How do product prices compare?

Sample: Pricing Analysis

BRAND AND SIZE			Checkers	makro	Pick n Pay	SPAR
[redacted]		[redacted]	R79.99	R73.95	R81.49	N/A
		24 x 500ml	N/A	R285.95	R310.49	N/A
[redacted]		500ml	R19.99	N/A	R19.99	N/A
		6 x 500ml	R119.99	N/A	R116.49	N/A
[redacted]		500ml	R19.99	N/A	R19.99	N/A
		6 x 500ml	R119.99	N/A	R116.49	N/A
[redacted]		500ml	R15.99	R14.95	R15.99	R15.49
		6 x 500ml	R89.99	R77.95	R94.99	R91.99
[redacted]		500ml	R15.99	N/A	R15.99	R15.49

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GLOBAL INDUSTRY INSIGHTS REPORT
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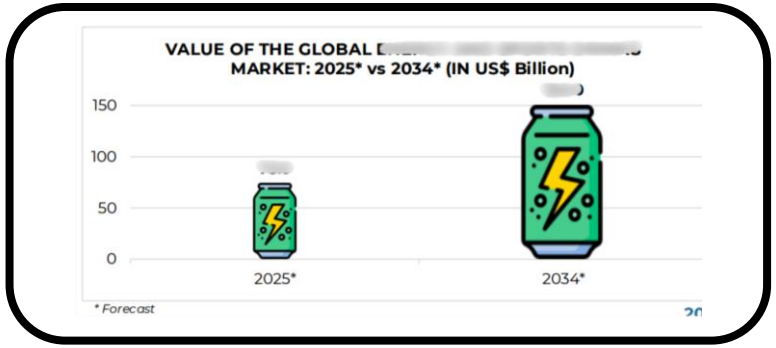
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The **Global Industry Insights Report** provides a comprehensive overview of global market dynamics, market size and growth forecasts, and key regional markets. It explores the competitive landscape, emerging consumer trends, product innovation and technological developments, alongside the key drivers and challenges shaping industry growth worldwide.

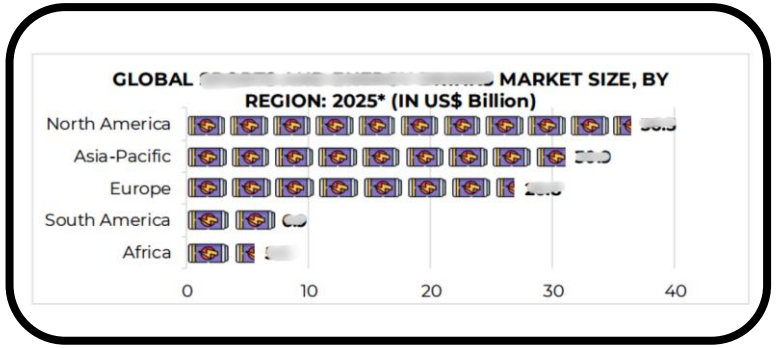
Key questions the report will help you to answer

- What are the current market dynamics of the Herbal Products industry?
- Which are the key markets within the Global Herbal Products industry?
- Which regions represent the largest markets, and what are the key developments shaping regional market growth?
- Which drivers and challenges could affect future industry growth?
- What innovations and technology are shaping the global industry?

Sample: Global Industry Overview



Sample: Key Markets - Regional



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FULL LANDSCAPE INSIGHTS REPORT
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The **South African Herbal Products Full Industry Landscape Insights Report** provides a dynamic synthesis of industry research, examining the local and global **Herbal Products industry** from a uniquely holistic perspective, with detailed insights into the entire value chain: market size, industry trends, innovation and technology, industry drivers and challenges, manufacturer/distributor overview, and pricing analysis.

- Executive Summary
- Global Industry Snapshot
- South African Industry Snapshot
- South African Industry Drivers & Challenges
- South African Steep Analysis
- South African Porter's Five Forces
- Global Herbal Products Industry
- South African Herbal Products Industry
- SA Herbal Products Industry: Market Size
- South African Herbal Products Industry Manufacturer & Distributor Overview
- South African Pricing Analysis

Sample: Screenshot of Selected Report Slides



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COMPANY OVERVIEW

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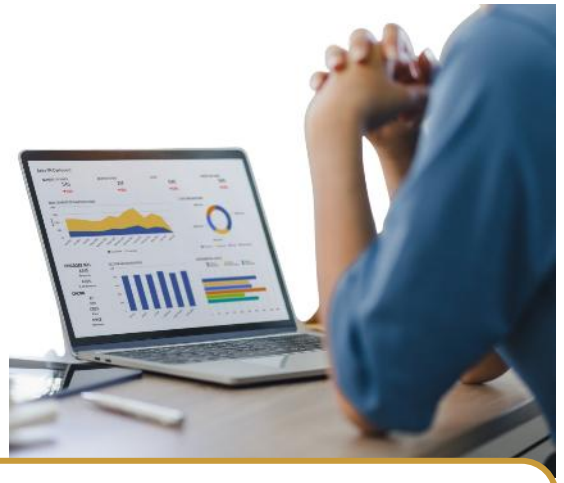
We are a South African, boutique market research agency with 20 years of experience, specialising in Business-to-Business (B2B) and Industry Research. We provide bespoke solutions to deliver business growth by ensuring you make smarter, data-driven decisions with reduced investment risk.

Bespoke B2B Market Research Solutions



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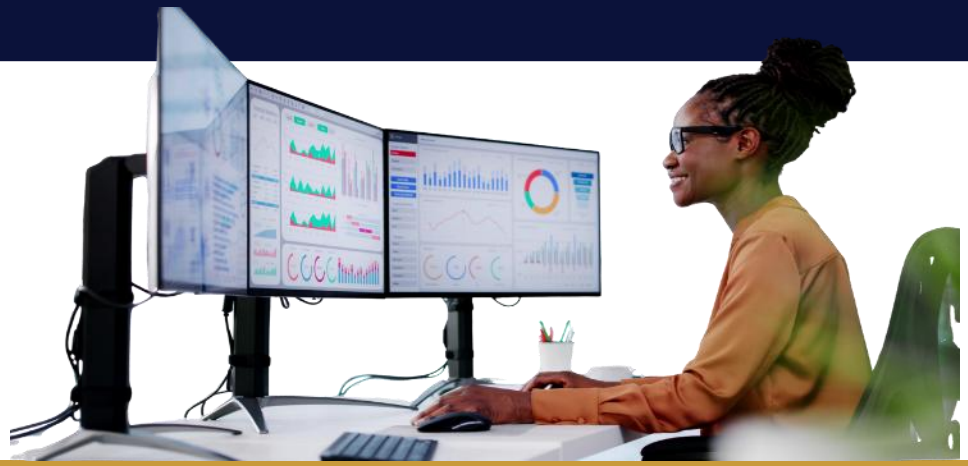
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QUESTIONS WE HELP ANSWER:

- **What is the current and future market size?**
- **What are the latest global and local trends impacting on the market?**
- **Who are your key competitors and what is their offering in terms of products, services, pricing and branding?**



OUR RESEARCH SOLUTIONS

- Competitor pricing research
- Store visits and store checks
- Competitor interviews
- Customer interviews
- Company website analysis
- Governmental held records

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OUR HEALTHCARE CLIENTS

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Ascendis HEALTH

aspen PHARMACARE

BAYER

Abbott

Cipla

Roche

inova pharmaceuticals

We are a **proudly South African company** that have provided market research and intelligence to local and global brands. We have worked with some of the greatest companies and brands in their industries.



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+27 (0)21 045 0202 (CPT)
+27 (0)10 140 5756 (JHB)

info@insightsurvey.co.za

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