
Thailand's Traditional Drugs and Herbal Industry

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Global Trends

On Traditional Drugs and Herbal Industry

Global Trends

The herbal industry is a fast growing industry world wide, the growing trend is led by the increase demand of :



Herbal Supplement

Health Functional Food

Herb-based Energy Drink

Plant based Skin Care Products

Traditional Medicine System

Growing Popularity of Aroma Therapy

Global Trends

- ◆ World Health Organization (WHO) consistently reported that 80% of the world's population depends on herbal medicine
- ◆ Tropical forests contribute 25% of the world's medicine products and nearly half of the prescription drugs are plant derived
- ◆ The global herbal trend shows that herbal therapy enters the mainstream medicine from 1970 – 2000

-- World Bank --

Market to reach USD 5 trillion in 2050

- ◆ Europe is the largest herbal products market with USD 6 billion (led by Germany & France)
- ◆ Japan with with USD 2.1 million
- ◆ Asia excluding Japan with with USD 2.3 million
- ◆ North America with with USD 1.5 million

Global Trends

◆ Trend in the United States

- ◆ Zion Market Research (FL, USA) has published a new report titled **“Dietary Supplements Market by Ingredients (Botanicals, Vitamins, Minerals, Amino Acids, Enzymes) for Additional Supplements, Medicinal Supplements, and Sports Nutrition Applications - Global Industry Perspective, Comprehensive Analysis and Forecast, 2016 – 2022”**.

According to the report, global dietary supplements market valued at USD 132.8 billion in 2016 and is expected to reach USD 220.3 billion in 2022 and is anticipated to grow at a CAGR of 8.8% between 2017 and 2022

- Asia-Pacific was the largest market for dietary supplements globally in 2016
- North America accounted for around 28% of the total market in 2016 and is projected to witness growth on account of increasing consumption of products with reduced calorie level and high nutritional content
- In 2016, Europe also was one of the leading markets for dietary supplement products.

Global Trends

◆ Trend in the United States

Herbal market is expected to reach USD 115 billion by the year 2020.



Growing demand
for organic ingredients

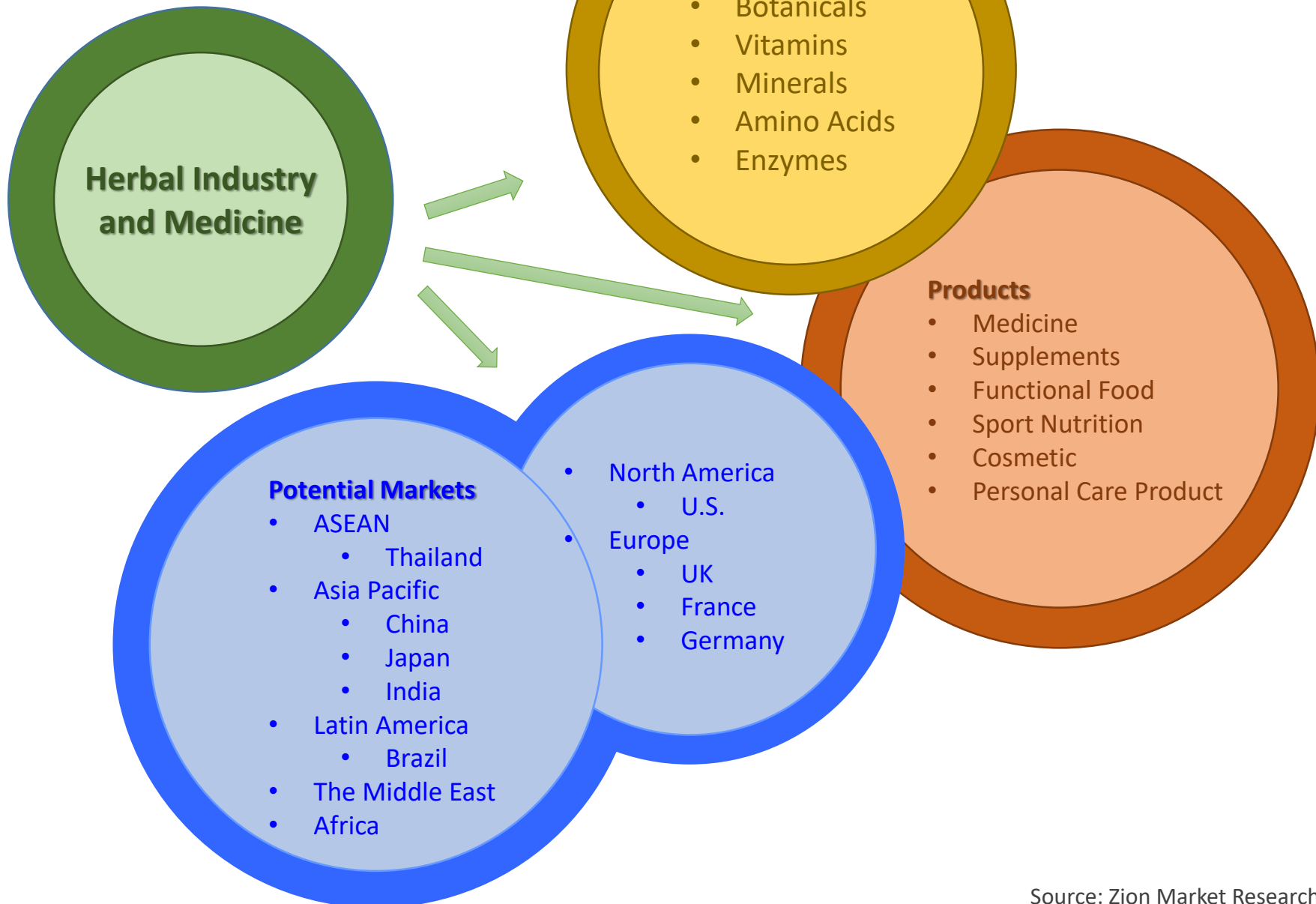


Increasing demands
from aging population



Consumers are looking for products they can use repeatedly on a long term basis and perceived fewer side effects of natural products compared to conventional medicines.

Global Trends

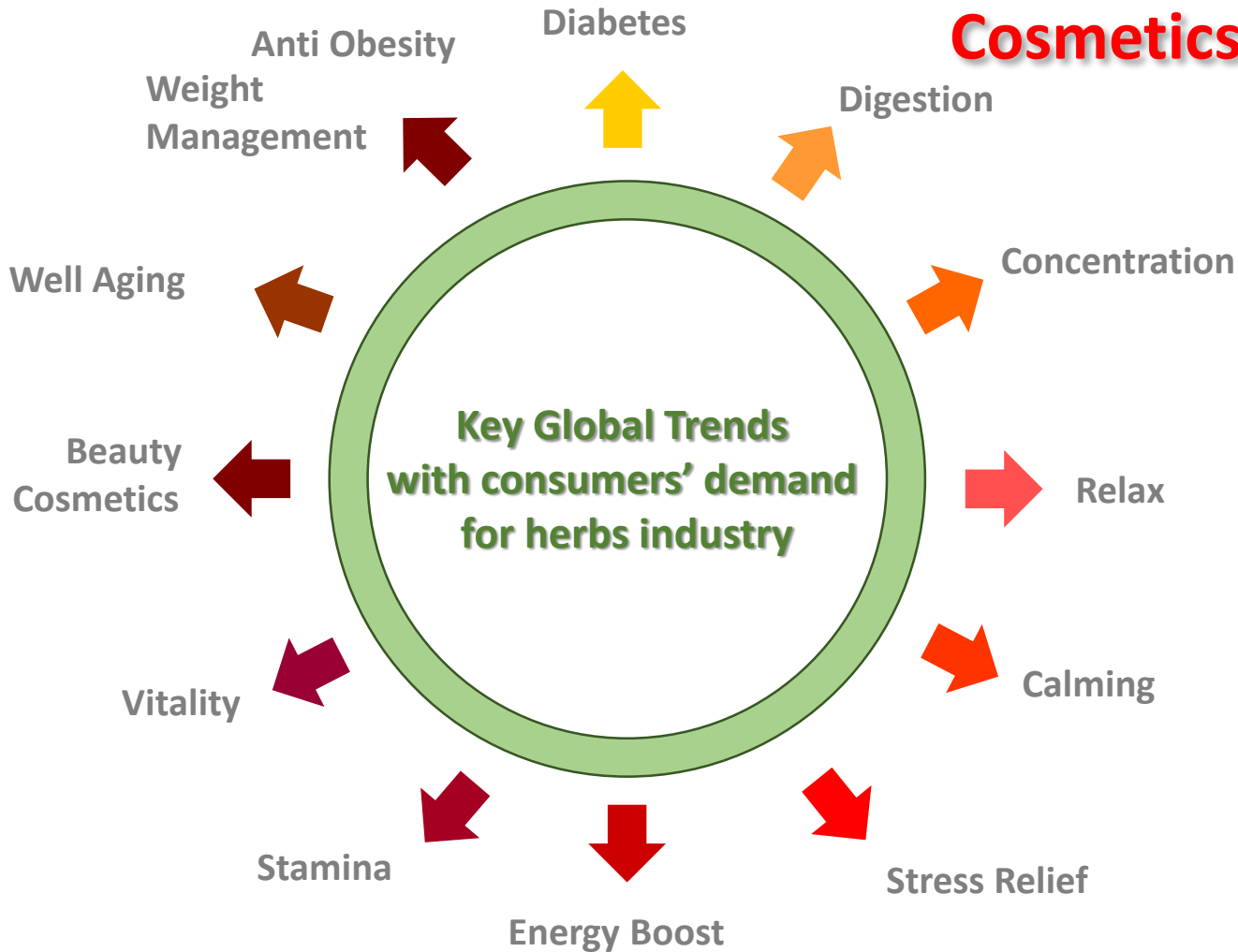


Market & Products

for Traditional Drugs and Herbal Products

Products Demand

Medicine
Organic Ingredients / Food
Functional Foods
Supplements
Cosmetics



Products Demand

Growing Demand for Sports Supplements

- Traditionally, these supplements were mainly consumed by athletes and bodybuilders. Now, more and more other consumers take supplements for health and fitness, as lifestyle users. Also, such supplements are used not only during or shortly after training, but also to recover from sports.
- There is a wide range of sport supplements. Examples of supplements and ingredients include:

- **Protein powders**

(expected to hold the largest market share in 2020)

- **Vitamins and minerals**
- **Omega-fatty acids**
- **Antioxidants**
- **Creatine**
- **Amino Acids**



- The bulk of sports supplements are based on non-natural ingredients. Herbal ingredients currently on the market include ginseng, capsicum, various fruits and berries (such as raspberry and açai), green tea, yerba mate and Omega-3 fatty acids from vegetable sources (such as flaxseed oil).

Products Demand

Growing Demand for Herbal Tea

• The marketing of herbal teas is becoming increasingly sophisticated. Manufacturers build marketing stories around traditional use and production (e.g. handpicked). They also put a stronger focus on specific indications, such as:

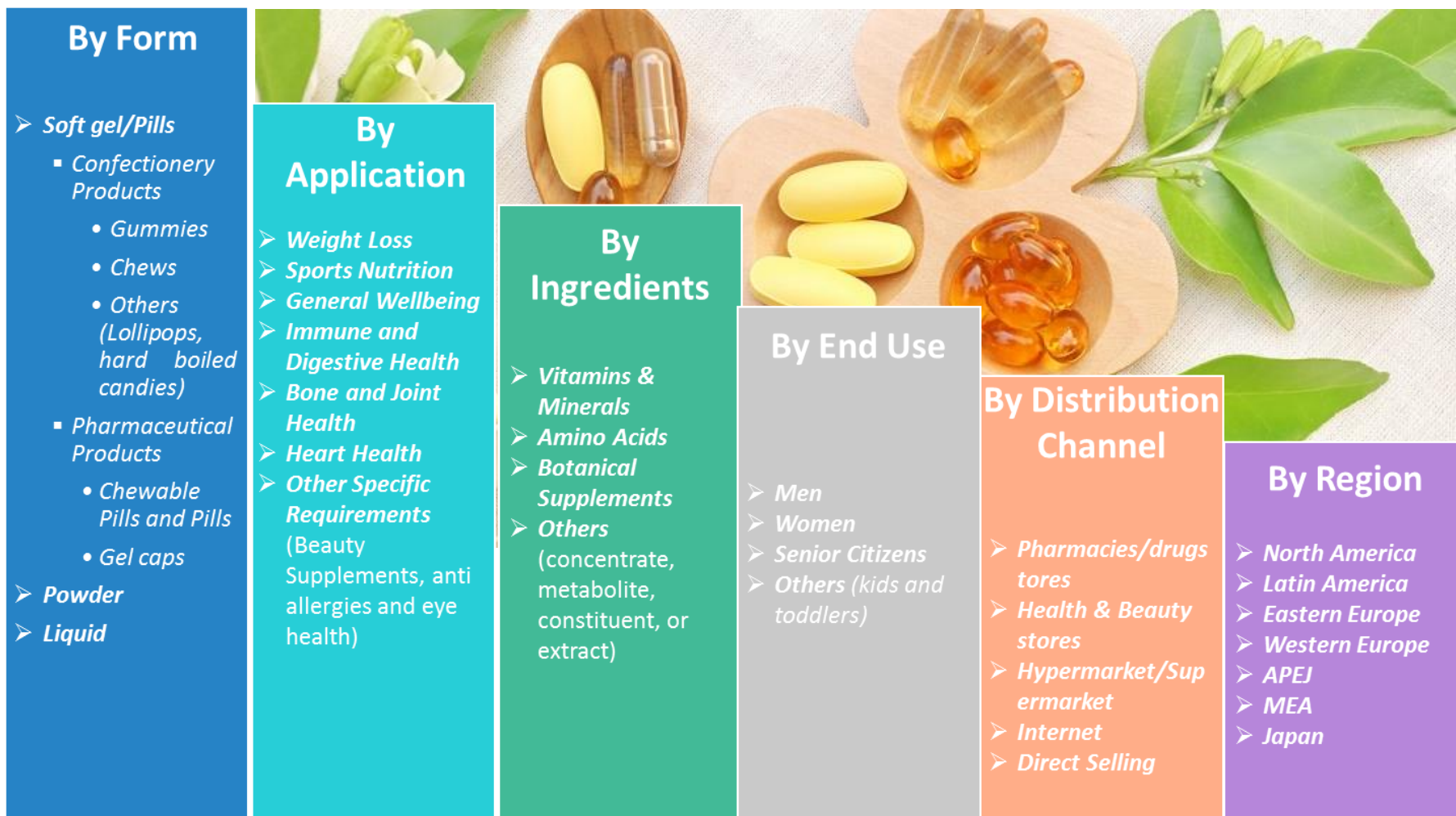
- **For Slimming**
for example containing yerba mate
- **For Relaxing**
for example containing lemon balm
- **For Energizing**
for example containing moringa
- **For Digestive Health**
for example containing fennel
- **For Male and Female Health**
for example tea for a healthy menstrual cycle
- **For Fatigue and Sleep**
for example containing valerian



Industry Insights

◆ Dietary Supplements and Sport Nutrition Products

Dietary Supplements Market Segmentation



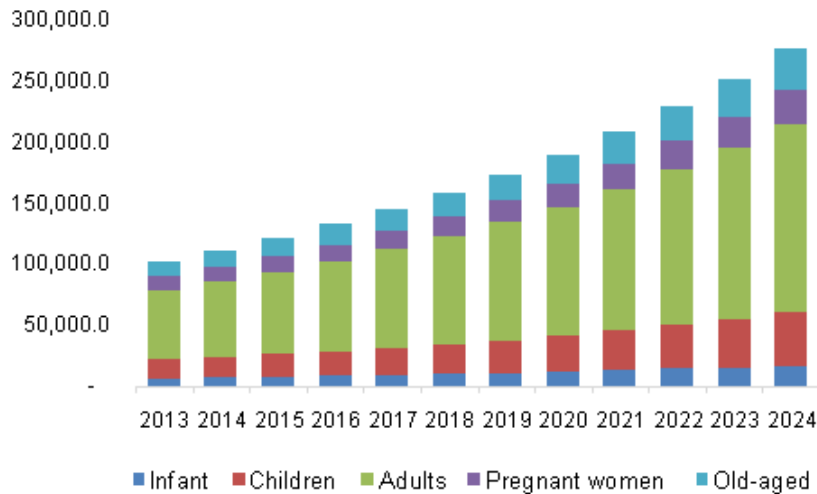
Industry Insights

◆ Dietary Supplements and Sport Nutrition Products

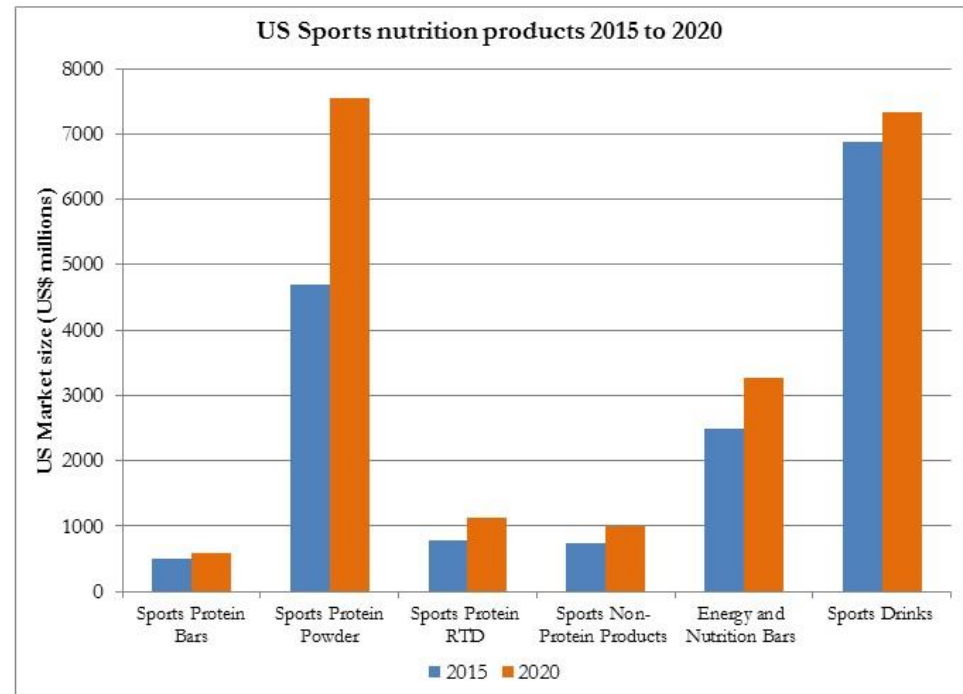
Global dietary supplements market size was USD 122.08 billion in 2015. Rising awareness towards nutritional enrichment in food & beverage sector is expected to have a significant impact on the market.

Rapid growth for dietary supplements and Sport nutrition products : e.g. U.S. Trends

U.S. dietary supplements market revenue, by end-use, 2013 - 2024 (USD Million)



Source: GrandViewResearch



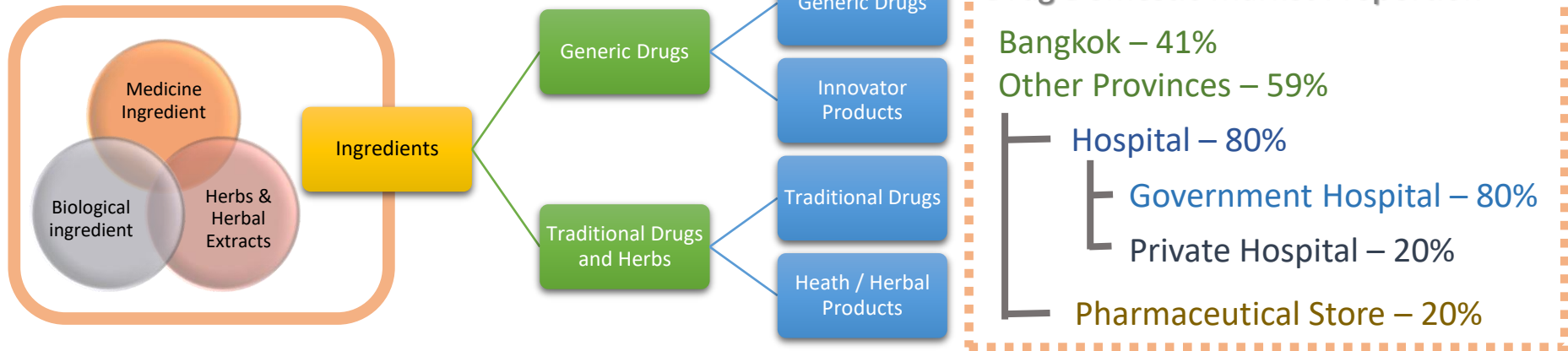
Source: FoodNavigator

Traditional Drugs and Herbal Industry
In Thailand

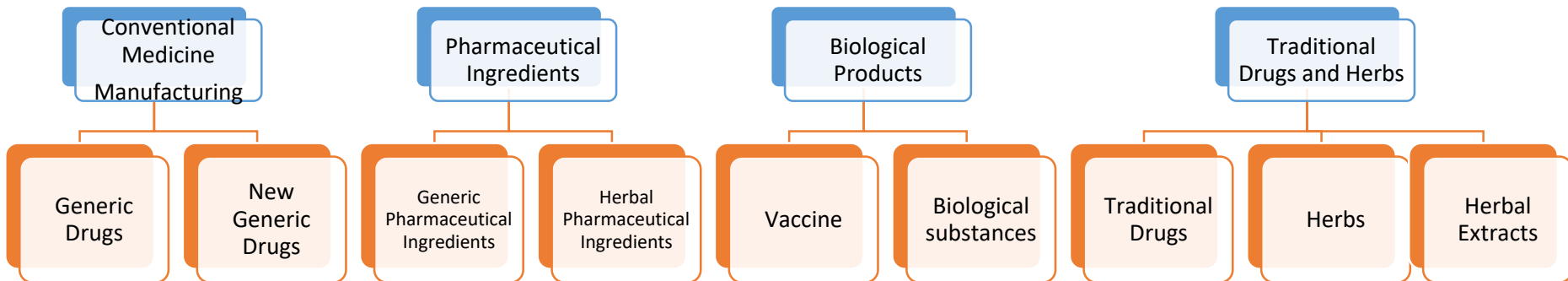
Thailand's Profile

Drug and Herbal Industry Structure

Type of Products



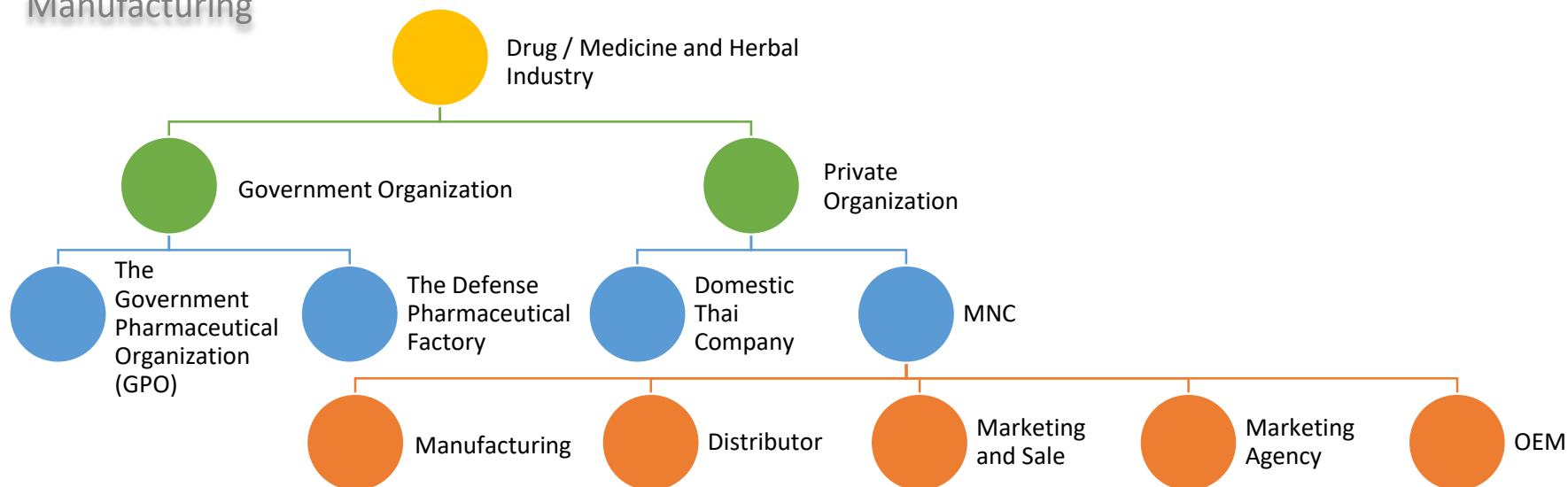
Type of Manufacturing



Thailand's Profile

Drug and Herbal Industry Structure

Manufacturing



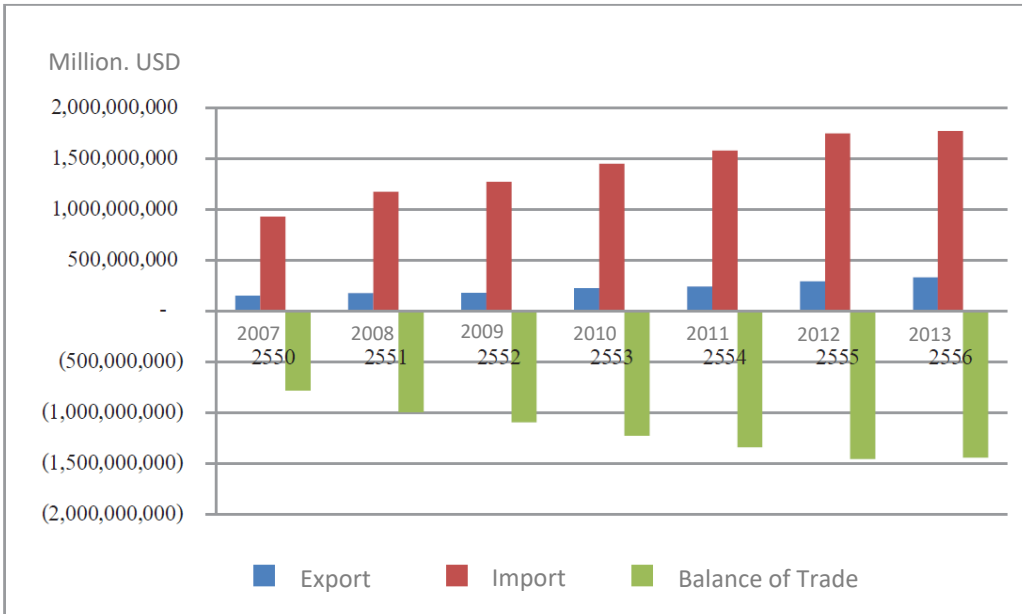
Thailand's Statistic of Drug and Herbal Industry

	Enterprise's Size			Proportion (%)		
	S	M	SMEs	S	M	SMEs
Number of Enterprise	1,479	60	1,539	96.10	3.90	100.00
Employment (person)	19,923	6,113	26,036	76.52	23.48	100.00

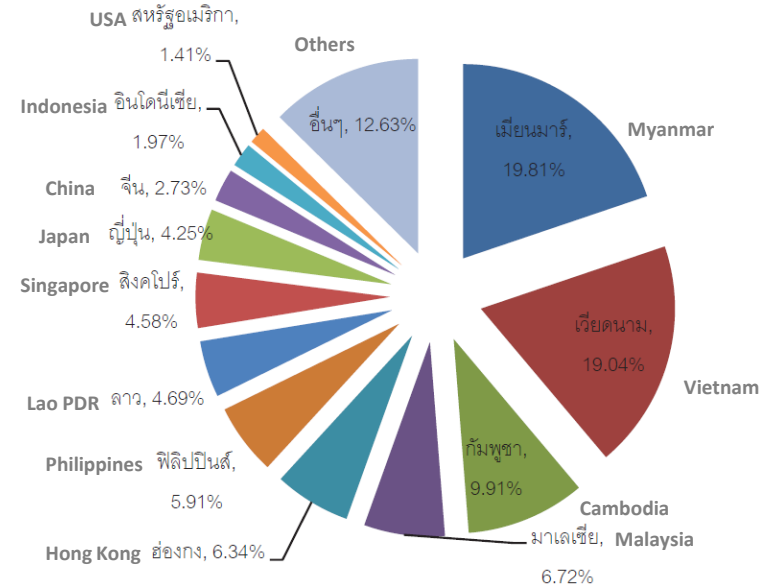
Thailand's Profile

Trade Statistic (Drugs and Medicine)

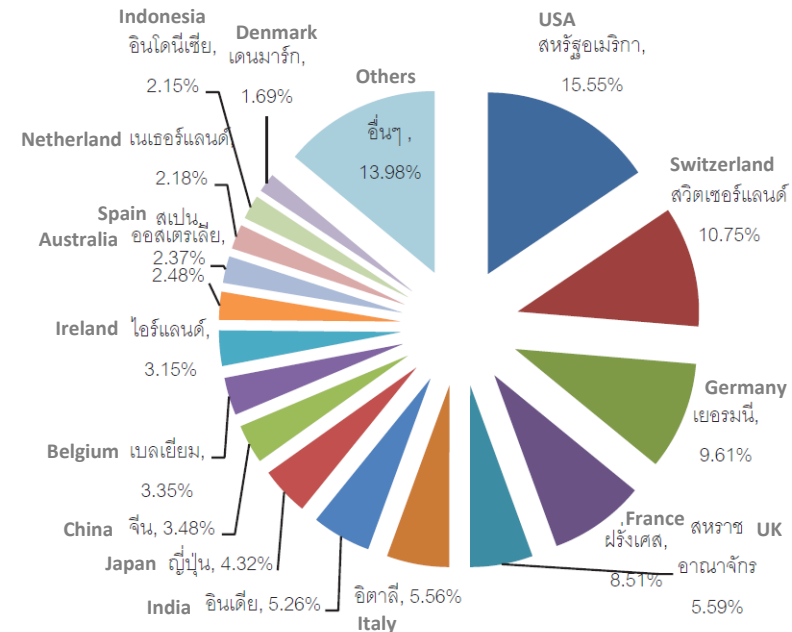
Trade Value of Thailand Drugs and Medicine (2007 – 2013)



Export Market of Thailand Drugs and Medicine



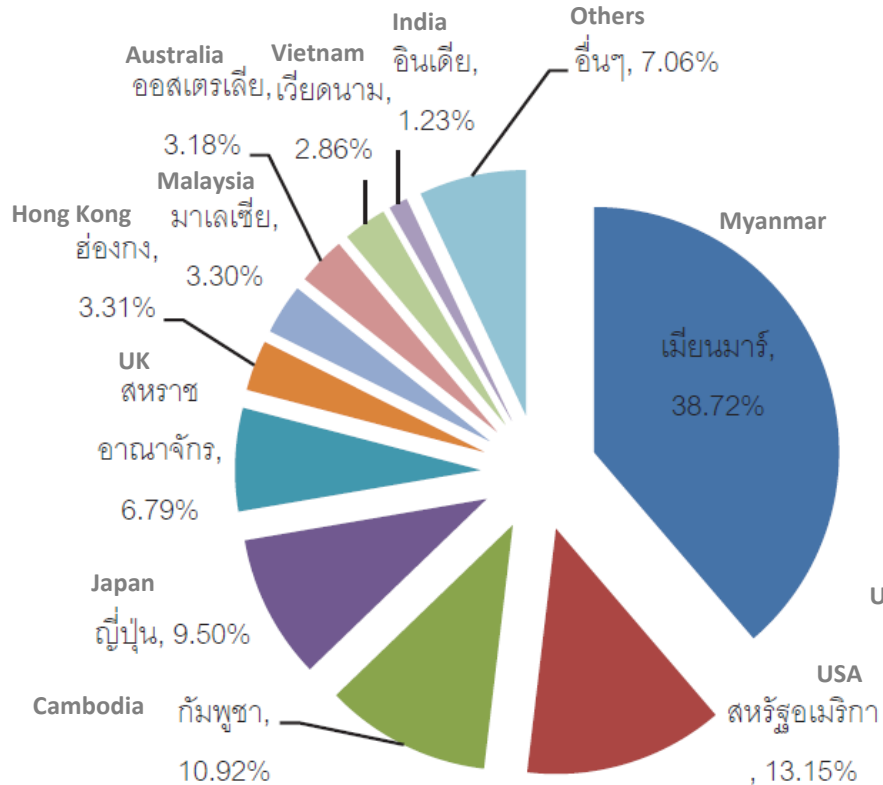
Import Market Thailand Drugs and Medicine



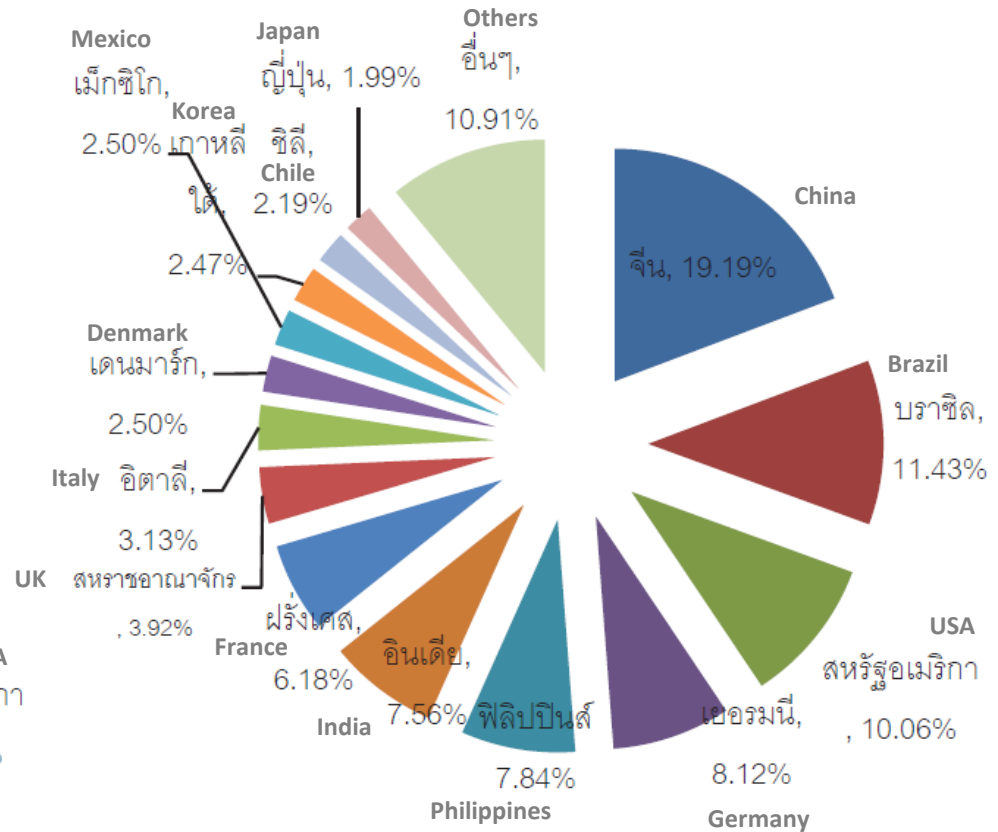
Thailand's Profile

Trade Statistic (Herbal Extracts)

Export Market of Thailand Herbal Extract



Import Market of Thailand Herbal Extract



Thailand's Profile

Various range of Products

Herbal
Ingredients



Traditional
Drugs



Dietary Nutrition



Herbal Drinks



Sport Supplements



Cosmetics

Thailand's Profile

Thailand's Strength as the Traditional Drug and Herbal Medicine Hub of ASEAN



Strength Point For Generic Drug



- Sufficient of Infrastructure and Machineries
- Skilled Medical Personnel
- High Knowledge on Pharmaceutical
- Natural Resources and Materials
- Manufacturing Capacity
- Market Size (2nd in ASEAN)
- Product Quality Trust

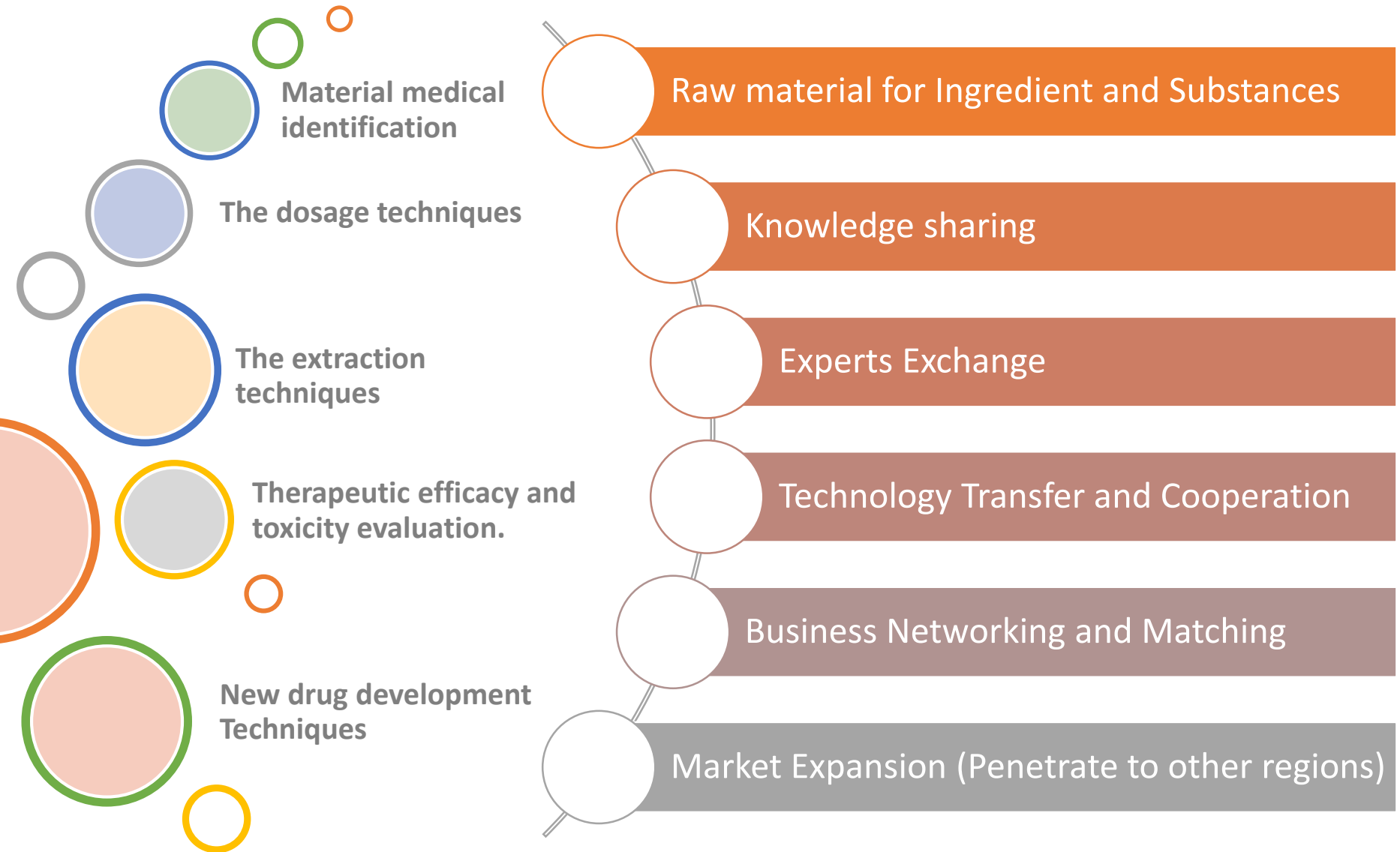
Strength Point For Traditional and Herbal Medicine



- Agricultural Society (Fundamental Activities)
- Local Wisdom on Herbs
- Natural Resources (Variety of Herbs)
- Development level of Traditional Drug and Herbal Medicine
- Efficiency Institutions
- Government's Support Policies

Prospect Collaboration

Between Thailand and Taiwan





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