



NBJ®



**Herbs and
Botanicals**
REPORT 2025



New Hope
NETWORK.

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Market manifestations in this report are selected by NBJ editors and analysts as products exemplary of themes and trends discussed in this report. They are neither endorsements nor sponsored spots.

The NBJ model pulls from myriad data sources, outlined in the methodology at the end of this report. Critical to our outputs is our partnership with SPINS, which powers our retail data and understanding and whose Amazon data supports our e-commerce projections.

