

## Traditional & Complementary Medicine Market by Region 2019-2022

	Traditional & Complementary Medicine Market					Average Annual Growth Rate	
	(US\$ billions)				Per Capita 2022	2019-2020	2020-2022
	2019*	2020*	2021	2022			
Asia-Pacific	\$325.63	\$289.75	\$324.65	\$334.59	\$78.65	-11.0%	7.5%
North America	\$70.35	\$78.62	\$88.12	\$91.35	\$245.42	11.8%	7.8%
Europe	\$86.09	\$76.74	\$84.54	\$86.89	\$94.36	-10.9%	6.4%
Latin America-Caribbean	\$2.84	\$2.77	\$3.03	\$3.45	\$5.22	-2.5%	11.6%
Sub-Saharan Africa	\$0.87	\$0.86	\$0.96	\$1.01	\$0.83	-1.1%	8.5%
Middle East-North Africa	\$0.82	\$0.91	\$1.08	\$1.27	\$2.37	10.3%	18.1%
<b>WORLD</b>	<b>\$486.6</b>	<b>\$449.6</b>	<b>\$502.4</b>	<b>\$518.6</b>	<b>\$65.20</b>	<b>-7.6%</b>	<b>7.4%</b>

\* 2019 and 2020 figures for this sector have been revised since GWI released the previous version of the Wellness Economy Monitor, due to data revisions and updates made by key underlying data sources such as Euromonitor and IBISWorld. In addition, GWI has changed the measurement methodology for this sector to include cannabis, and so data for 2019-2022 cannot be directly compared to figures presented in previous versions of the Wellness Economy Monitor.

Note: Figures may not sum to total due to rounding.

Source: Global Wellness Institute, based on data from Euromonitor, IBISWorld, and various national sources.



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