

Acupuncture Today's **Herb Use by Acupuncturists Survey**

Executive Summary

January 2024

A RESEARCH REPORT BY



METHODOLOGY

This survey was initiated on January 8, 2024, by MPA Media, publishers of Acupuncture Today, Dynamic Chiropractic, and To Your Health. The survey was sent to 32,864 acupuncturists via email. The response rate was 1.26%

Like all online surveys, participants tend to “self-select” based upon their interest in the topic presented.

DISCUSSION

Regarding herbs offered to patients, 61% of acupuncturists said they offer herbs to half or more of their patients (21% offer to about half, 17% offer to more than three-quarters and 23% offer to almost all). Another 14% offer to more than a quarter of their patients and 25% offer herbs to less than 10 percent. Looking at time in practice, 88% of new acupuncturists (those with less than five years in practice) offer herbs to at least half their patients, while 52% of those in practice 5 to 10 years and 51% of those in practice 10 to 15 years offer herbs to at least half their patients.

In terms of specific types of herbs recommended to patients, almost three-quarters (72%) of acupuncturists offer capsules, with 58% offering tablets and about half (52%) offering powdered extracts. Tinctures (37%), teas (34%), liquid extracts (32%) and “other” (15%) are offered by less than half of acupuncturists. New acupuncturists are more likely to offer tablets (68%), teas (64%) powdered extracts (64%), tinctures (56%), and liquid extracts (36%); and less likely to offer capsules (64%).

Looking at companies offering herbs to the profession, among the best recognized brands are Golden Flower (97%), Blue Poppy (97%), Evergreen Herbs (95%), Mayway (94%), Kan Herb (93%), Crane Herb (91%) and KPC Herbs (91%). More than half of respondents are customers of Evergreen Herbs (59%), Golden Flower (53%) and Mayway (50%). Other companies with large customer bases include: Blue Poppy Enterprises (49% of the profession), Kan Herb (43%), KPC Herb (38%) and Crane Herb (30%).

Companies with the greatest opportunity to increase their customer base (based on responses of “very likely” or “somewhat likely” to buy from them in the near future) are Crane Herb (37% likely to purchase from them in the near future), Kan Herb (37%), KPC Herbs (35%), Blue Poppy Enterprises (34%) and Golden Flower (33%). Other companies that also have a large number of potential new customers include Mayway (28%), Sun Ten Laboratories (28%), Nuherbs (26%), TCM Zone (25%) and Evergreen Herbs (24%).

Finally, respondents’ number of years in practice has changed slightly since 2022, with a smaller percentage of acupuncturists in practice for 20-24 years (23% vs. 24% in 2022) and a larger percentage in practice 25 or more years (31% vs. 26% in 2022). The percentage of newer practitioners has increased for those in practice less than 5 years (6 vs. 4% in 2022) and decreased for those in practice 5 to 9 years (7% vs. 8% in 2022).

CONCLUSION

Over 60% of acupuncturists offer herbs to at least half of their patients, with 88% of those newly in practice (less than five years) offering herbs to at least half their patients. This trend is in contrast to those practicing from 5 to 15 years, only about 50% of whom offer herbs to at least half their patients.

Encapsulated herbs, tablets and powdered extracts are the leading types of herbs offered by at least half of the profession. New practitioners are again distinct in the types of herbs they offer, particularly in offering teas and tinctures more often than those practicing more than five years.

There are three ways to look at the companies that provide herbs to the acupuncture profession. The first is brand recognition. Acupuncturists don't buy herbs from companies they don't know about. There are seven herb companies that are known to at least 90% of acupuncturists: Golden Flower (97%), Blue Poppy (97%), Evergreen Herbs (95%), Mayway (94%), Kan Herb (93%), Crane Herb (91%) and KPC Herbs (91%).

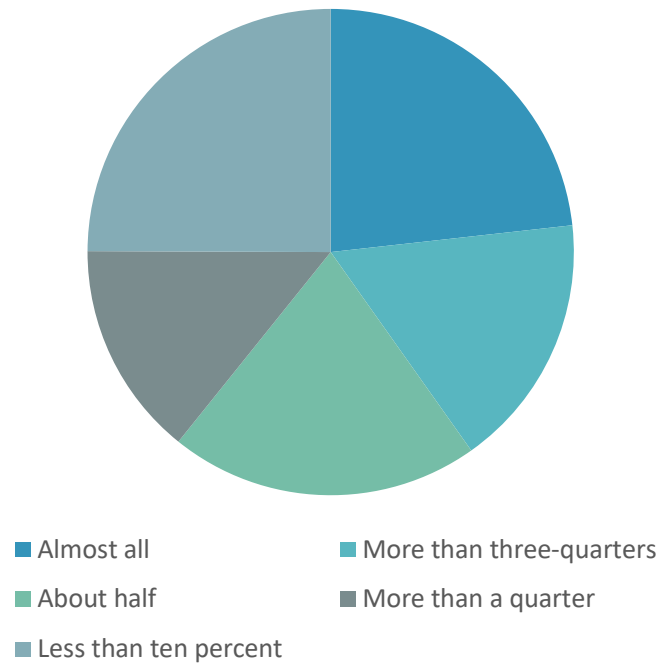
The second method of looking at the success of an herb company is the percentage of acupuncturists who consider themselves to be their customers. There are only three herb companies whose customers include more than half the profession: Evergreen Herbs (59%), Golden Flower (53%) and Mayway (50%), with an additional four whose customers include more than 30% of the profession: Blue Poppy Enterprises (49%), Kan Herb (43%), KPC Herb (38%) and Crane Herb (30%). Needless to say, brand recognition is not necessarily correlated with customer percentage.

The third method looks at future prospects for adding additional customers; those who know enough about a company to suggest that they are very or somewhat likely to become a customer in the near future. These include Crane Herb (37%), Kan Herb (37%), KPC Herbs (35%), Blue Poppy Enterprises (34%), Golden Flower (33%), Mayway (28%), Sun Ten Laboratories (28%), Nuherbs (26%), TCM Zone (25%) and Evergreen Herbs (24%).

Another way to look at future prospects of new customers is to examine the habits of those who have begun to practice in the past five years. Their preferences for products can foretell the future of a company's customer growth or decline. As the profession is growing, so should each company's client base. Of the 20 herb companies included in this survey, only four saw their customer percentage for new acupuncturists (in practice less than five years) increase over their customer percentage for all acupuncturists. The increases ranged from 2-8 percentage points. Conversely, for those companies with a new-acupuncturist customer percentage lower than their all-acupuncturist customer base, the decreases ranged from as small as 2-3 percentage points all the way up to 22-25 percentage points. If these trends continue, they could cause significant shifts among herb company client bases.

Q1

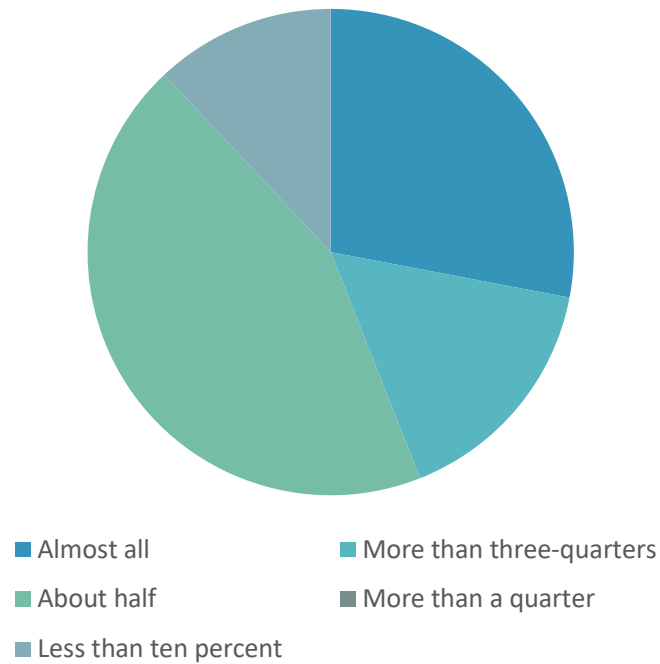
What percentage of your patients do you currently offer herbs to?



ANSWER CHOICES	RESPONSES
Almost All	23%
More than three-quarters	17%
About half	21%
More than a quarter	14%
Less than 10%	25%

Q4 (vs) Q1

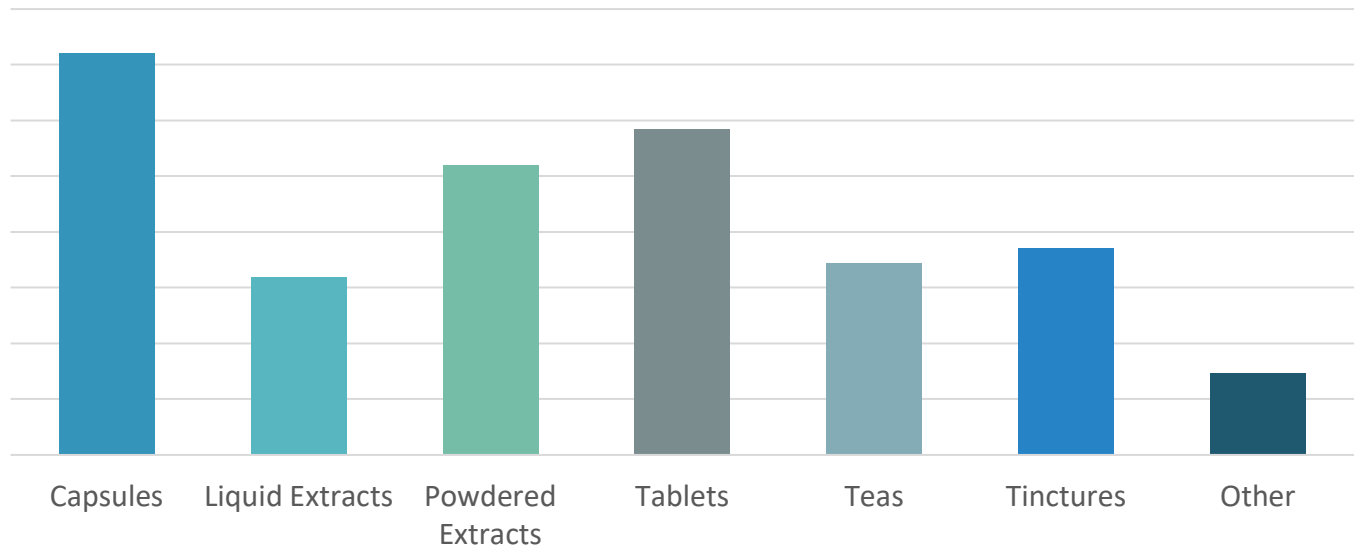
Less than 5 years in practice (vs) What percentage of your patients do you offer herbs to?



ANSWER CHOICES	RESPONSES
Almost All	28%
More than three-quarters	16%
About half	44%
More than a quarter	0%
Less than 10%	12%

Q2

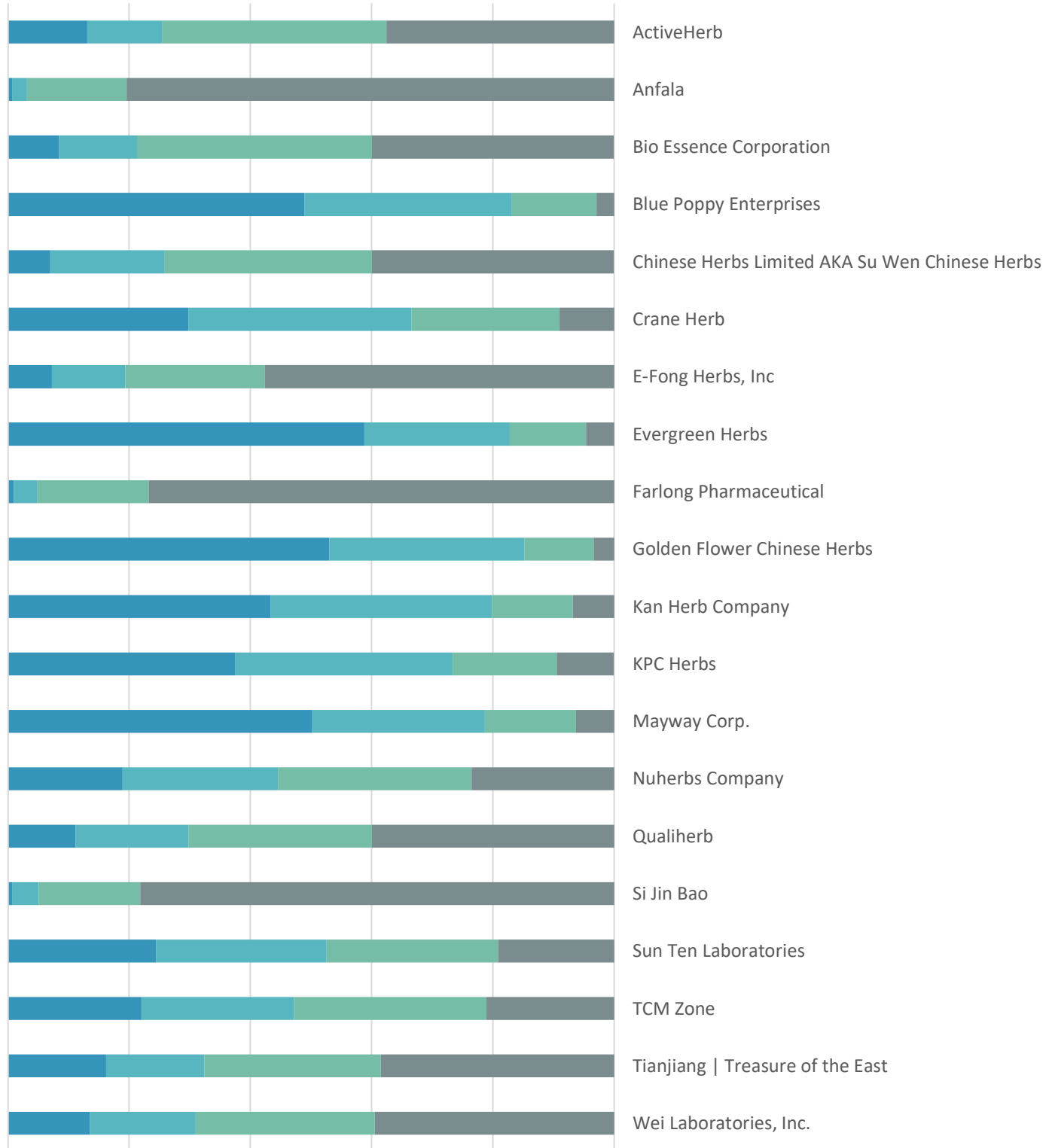
Which of the following types of herbs do you recommend?



ANSWER CHOICES	RESPONSES
Capsules	72%
Liquid Extracts	32%
Powdered Extracts	52%
Tablets	58%
Teas	34%
Tinctures	37%
Other	15%

What is your relationship with the following companies?

- Already a Customer
- Very Likely/Somewhat Likely to Buy from Them in the Near Future
- Don't Know Enough About Them to Buy from Them
- Never Heard of Them



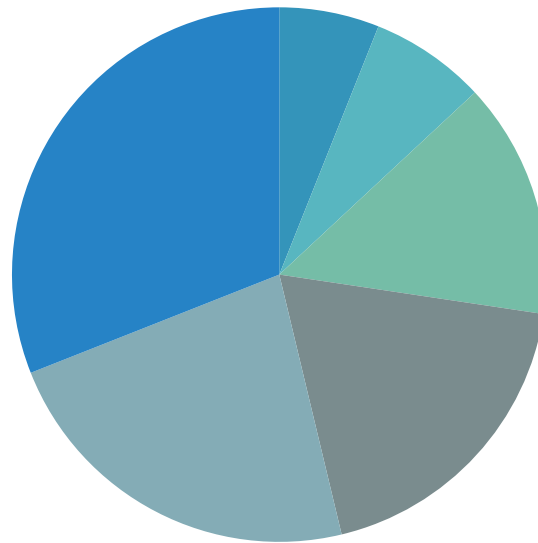
Q3

What is your relationship with the following companies?

ANSWER CHOICES	Already a Customer	Very Likely/Somewhat Likely to Buy from Them in the Near Future	Don't Know Enough About Them to Buy from Them	Never Heard of Them
ActiveHerb	13%	12%	37%	38%
Anfala	1%	2%	16%	80%
Bio Essence Corporation	8%	13%	39%	40%
Blue Poppy Enterprises	49%	34%	14%	3%
Chinese Herbs Limited	7%	19%	34%	40%
Crane Herb	30%	37%	24%	9%
E-Fong Herbs, Inc	7%	12%	23%	58%
Evergreen Herbs	59%	24%	13%	5%
Farlong Pharmaceutical	1%	4%	18%	77%
Golden Flower Chinese Herbs	53%	32%	11%	3%
Kan Herb Company	43%	37%	13%	7%
KPC Herbs	38%	36%	17%	9%
Mayway Corp.	50%	29%	15%	6%
Nuherbs Company	19%	26%	32%	23%
Qualiherb	11%	19%	30%	40%
Si Jin Bao	1%	4%	17%	78%
Sun Ten Laboratories	24%	28%	28%	19%
TCM Zone	22%	25%	32%	21%
Tianjiang Treasure of the East	16%	16%	29%	38%
Wei Laboratories, Inc.	14%	17%	30%	39%

Q4

How many years have you been in practice?



ANSWER CHOICES	RESPONSES
Less than 5	6%
More than 5 but less than 10	7%
More than 10 but less than 15	14%
More than 15 but less than 20	19%
More than 20 but less than 25	23%
More than 25	31%

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