

Brand refresh for Health Products Association of South Africa

The Health Products Association of South Africa (HPASA) has recently undergone a brand refresh and a new marketing positioning strategy, to prepare itself for a growing number of industry needs. This includes a new logo, a new info-heavy website and the rollout of a marketing plan to drive consumer trust, as well as improve product safety and efficacy.



Launched in 1976, the HPASA champions quality standards and acts as a voice on all legislative and regulatory issues in the natural health products, nutritional dietary supplements and complementary and alternative medicines (CAMs) industries. It represents a broad spectrum of stakeholders, including manufacturers, wholesalers, distributors, retailers and practitioners.

Consumer demand for health products continues, with the worldwide industry set to reach a value of US \$1tn by next year. HPASA president, Bruce Dennison, says, “Despite heavy regulations, the local industry continues to grow. It is estimated to be worth over R8bn and is experiencing annual growth of 13.5%.

“We’re committed to fulfilling a meaningful role in developing appropriate regulation and improving our relationships with the Department of Health, media, consumer groups and associated bodies in South Africa,” concludes Dennison.

For more information, go to www.hpasa.co.za.

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