

PRESS RELEASE

For Immediate Release

20 January 2026

Two-Thirds of UK Adults Use Traditional Complementary and Integrative Medicine, National Survey Finds

A large, nationally representative survey published in [BMJ Open](#) shows that nearly two-thirds of adults in the UK use some form of Traditional, Complementary or Integrative Medicine (TCIM), highlighting its significant role in how people manage their health. The study surveyed 1,559 adults across England, Scotland, Wales and Northern Ireland and found that 65.9% had used at least one TCIM product or practice in the previous 12 months, while 19.1% reported consulting a TCIM practitioner during that time.

The most commonly consulted practitioners were massage therapists, chiropractors, yoga teachers and homeopaths. Amongst products and practices, vitamin and mineral supplements and relaxation/meditation practices were widely used. Homeopathy ranked 4th in terms of both practitioner consultation and medicinal product usage amongst TCIM modalities in the UK.

Researchers found that TCIM use was more common among women, people living with chronic health conditions, and those with higher levels of education, as well as among some ethnic minority groups. The findings suggest that TCIM is commonly used alongside conventional healthcare rather than as a replacement.

Lead author Dr Esther van der Werf commented, “These UK findings demonstrate the need for evidence-informed national policies that reflect how people actually use healthcare, as well as better dialogue between patients and clinicians about TCIM use.”

The study’s publication coincides with the launch of the World Health Organization’s Traditional, Complementary and Integrative Medicine (TCIM) Strategy 2025–2034, which calls on governments to strengthen regulation, improve evidence generation, and integrate TCIM safely into health systems where appropriate.

This collaborative project involved researchers from the Homeopathy Research Institute (HRI) and ARCCIM at the University of Technology, Sydney. A cross-sectional online survey was conducted between May and October 2024 using a detailed questionnaire covering demographics, health status, TCIM products and practices, and consultations with TCIM providers. The sample was designed to be broadly representative of the UK adult population.

Where were the results published?

van der Werf ET, Foley H, Carter T, et al. Traditional, complementary and integrative medicine use in the UK population: results of a nationally representative cross-sectional survey. *BMJ Open*, 2026; **16**:e104334

Press contact: Chris Connolly

chrisconnolly@hri-research.org | +44 7737 985153

Homeopathy Research Institute, International House, 142 Cromwell Road, London SW7 4EF

Company Registration No: 06230101 | Charity Registration No: 1132901

About HRI

The Homeopathy Research Institute is a UK-registered charity dedicated to advancing scientific research in homeopathy at an international level. HRI was founded by physicist, Dr Alexander Tournier, who worked for 10 years at Cancer Research UK, one of the world’s leading institutes for molecular biology.