

## **Herbal/Traditional Products in Belgium**

Market Direction | 2022-09-20 | 28 pages | Euromonitor

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### **Report description:**

2022 is likely to witness slower growth in herbal/traditional products than in 2021 and 2020 due to the impact of the high rate of inflation and the lower impact of COVID-19 lockdowns and associated stress levels. Before the end of 2021, as consumers placed a greater focus on their health and wellbeing during the pandemic, Belgians became more open to natural products and there was a growing number of vegetarians, "flexitarians", and others. People increasingly looked to invest in natural produc...

Euromonitor International's Herbal/Traditional Products in Belgium report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Herbal/Traditional Cough, Cold and Allergy (Hay Fever) Remedies, Herbal/Traditional Dermatologicals, Herbal/Traditional Dietary Supplements, Herbal/Traditional Digestive Remedies, Herbal/Traditional Paediatric Dietary Supplements, Herbal/Traditional Sleep Aids, Herbal/Traditional Tonics, Herbal/Traditional Topical Analgesics.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Herbal/Traditional Products market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International

September 2022

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Lower COVID-19 health concerns and associated stress result in modest growth in herbal/traditional products

Recovery of common seasonal ailments benefits herbal/traditional remedies but to a lesser extent than standard variants

Belgian player, Tilman, benefits from agility and consumer trust

#### PROSPECTS AND OPPORTUNITIES

Medicinal scandals and the negative impact of inflation

Possible comeback of the old demons of the category: short lifecycle products and unaccountable claims

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