

## **Herbal/Traditional Products in Croatia**

Market Direction | 2022-09-23 | 21 pages | Euromonitor

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### **Report description:**

Herbal/traditional current value sales are benefitting from the trend towards more natural living and products that seem less processed and man-made. Consequently, most of the categories in herbal/traditional products are expected to register value growth in 2022. On balance, consumers are becoming better educated from sponsored articles and websites that promote the benefits of herbal/traditional and their application. At the same time, the availability is expanding, which is often promoted on...

Euromonitor International's Herbal/Traditional Products in Croatia 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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## Table of Contents:

Herbal/Traditional Products in Croatia

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List Of Contents And Tables

### HERBAL/TRADITIONAL PRODUCTS IN CROATIA

#### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Herbal/traditional sales gain momentum as consumers are more educated on these products and seek to self-medicate

Marketing informationals help guide consumers towards herbals/traditional products

Locals have a strong presence in this highly fragmented category

#### PROSPECTS AND OPPORTUNITIES

Herbal/traditional products to witness slow and steady value growth

Growing publicity for herbal/traditional products to benefit category

Rising unit prices is potential threat to future growth

#### CATEGORY DATA

Table 1 Sales of Herbal/Traditional Products: Value 2017-2022

Table 2 Sales of Herbal/Traditional Products: % Value Growth 2017-2022

Table 3 NBO Company Shares of Herbal/Traditional Products: % Value 2018-2022

Table 4 LBN Brand Shares of Herbal/Traditional Products: % Value 2019-2022

Table 5 Forecast Sales of Herbal/Traditional Products: Value 2022-2027

Table 6 Forecast Sales of Herbal/Traditional Products: % Value Growth 2022-2027

### CONSUMER HEALTH IN CROATIA

#### EXECUTIVE SUMMARY

Consumer health in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer health?

#### MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2017-2022

Table 8 Life Expectancy at Birth 2017-2022

#### MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2017-2022

Table 10 Sales of Consumer Health by Category: % Value Growth 2017-2022

Table 11 NBO Company Shares of Consumer Health: % Value 2018-2022

Table 12 LBN Brand Shares of Consumer Health: % Value 2019-2022

Table 13 Penetration of Private Label by Category: % Value 2017-2022

Table 14 Distribution of Consumer Health by Format: % Value 2017-2022

Table 15 Distribution of Consumer Health by Format and Category: % Value 2022

Table 16 □Forecast Sales of Consumer Health by Category: Value 2022-2027

Table 17 □Forecast Sales of Consumer Health by Category: % Value Growth 2022-2027

#### APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

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Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

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