

Herbal/Traditional Products in Romania

Market Direction | 2022-09-23 | 22 pages | Euromonitor

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Report description:

Herbal/traditional products is expected to continue to see a healthy increase in demand in Romania over 2022. The shift to herbal/traditional consumer health products is being driven by the growing interest of Romanian consumers in natural, herbal and bio trends. The number of retailers that sell exclusively herbal products is increasing significantly, especially in shopping centres, where consumer traffic tends to be high. As consumers continue to return to pre-Coronavirus (COVID-19) lifestyles...

Euromonitor International's Herbal/Traditional Products in Romania 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Parents increasingly look to perceived less harmful herbal products for themselves and their children

Growing access to information sources boosts self-medication trend

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