

## **Herbal/Traditional Products in Switzerland**

Market Direction | 2022-09-20 | 25 pages | Euromonitor

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### **Report description:**

Herbal/traditional products continue to enjoy a positive performance in 2022, thanks to the rising health and wellness trends which support the sales of such products. Herbal/traditional products benefit from consumer perception that they are safer than other OTC products, with few or no side-effects, in comparison with chemical-based drugs. However, Swiss medical authorities continue to warn consumers as to the potential side-effects and after-effects, especially for long-term users of herbal/t...

Euromonitor International's Herbal/Traditional Products in Switzerland 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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Herbal/traditional products maintain positive growth due to healthier image, however medical authorities warn against prolonged use

Evolving trends in subcategories based on lingering pandemic effects and a health-conscious focus

Procter & Gamble maintains lead with Vicks brand, in a highly fragmented category

#### PROSPECTS AND OPPORTUNITIES

Sales to be supported by ongoing health and wellness trends, along with the rising popularity of CBD

Stress and hectic lifestyles will continue to drive demand for herbal/traditional sleep aids

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