

## **Herbal/Traditional Products in Uruguay**

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

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### **Report description:**

Consumption of herbal/traditional dietary supplements continued to grow in 2022, commensurate with an increased consumer focus on illness prevention and immune support. The COVID-19 pandemic stimulated demand for herbal/traditional products, as consumers sought out remedies to resist the virus. The main beneficiaries of this trend were cough, cold and allergy remedies and sleep aids and to a lesser extent, dietary supplements. However, due to reduced disposable incomes in the context of an unsta...

Euromonitor International's Herbal/Traditional Products in Uruguay 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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Demand for herbal/traditional products continues to rise as consumers focus on illness prevention

Herbal/traditional dietary supplements continue to benefit as consumers seek immune system support

Megalabs continues to lead a highly fragmented landscape

#### PROSPECTS AND OPPORTUNITIES

Growing consumer confidence in herbal/traditional products set to drive higher growth over the forecast period

Older population set to drive uptake of herbal/traditional products

Growing internet penetration, convenience and affordability will driver rapid growth of e-commerce

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