

Herbal/Traditional Products in Turkey

Market Direction | 2022-09-26 | 24 pages | Euromonitor

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Report description:

Consumers continue to embrace herbal/traditional products in 2022. While medicated OTC products once dominated the consumer health industry, the rising health and wellness trends alongside relevant health education, have led an increasing number of consumers to seek more natural remedies which they perceive as less potentially harmful than medicated alternatives. Furthermore, these health and wellness trends have been enhanced by the event of COVID-19, leading to many opportunities for players i...

Euromonitor International's Herbal/Traditional Products in Turkey 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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reliable information resources to help drive informed strategic planning.

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HERBAL/TRADITIONAL PRODUCTS IN TURKEY

KEY DATA FINDINGS

2022 DEVELOPMENTS

Consumers continue to embrace herbal/traditional products

Price-sensitive consumers seek value for money in a time of economic uncertainty

Popularity of black elderberry (*Sambucus nigra*) continues to boost sales

PROSPECTS AND OPPORTUNITIES

Long-term stable demand is expected, supported by ongoing health and wellness trends

Wellness trends and natural positioning to drive growth of herbal/traditional products

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