

Herbal/Traditional Products in Portugal

Market Direction | 2022-10-07 | 25 pages | Euromonitor

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Report description:

Herbal/traditional products registered a dynamic performance in current value terms in 2022. In 2020 and to a lesser extent 2021, growth was restricted by country-wide lockdowns associated with the COVID-19 virus, which led to a decline in the incidence of many health issues, such as allergies and digestive disorders. With restrictions easing and consumers returning to their normal lifestyles, a greater number of people suffered from minor health ailments, driving up demand for herbal/traditiona...

Euromonitor International's Herbal/Traditional Products in Portugal 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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A return to pre-pandemic lifestyles, alongside a rising consumer concern about the potentially harmful effects of conventional remedies, contributes to accelerated growth

Cough remedies and sleep aids see particularly strong growth

Herbal/traditional sleep aids and cough remedies offer growth potential for new players

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Positive growth predicted, as consumers take greater control of their health

Uncertain economic context likely to put some pressure on sales

E-commerce will continue to gain ground

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Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

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DISCLAIMER

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