

## **Herbal/Traditional Products in Greece**

Market Direction | 2023-09-21 | 24 pages | Euromonitor

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### **Report description:**

Herbal/traditional cough, cold and allergy (hay fever) remedies has posted very strong growth in 2022 and in 2023 as the category has benefited from the surge in respiratory illness that was seen in Greece in Q4 2022 and Q1 2023 in line with the lifting of COVID-19 social distancing regulations. Alongside this increase in demand, the category has attracted investment from pharmaceuticals players, and there have not only been numerous launches, but also heavy advertising and marketing support. In...

Euromonitor International's Herbal/Traditional Products in Greece report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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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Euromonitor International  
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