

## **Herbal/Traditional Products in Sweden**

Market Direction | 2023-10-03 | 23 pages | Euromonitor

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### **Report description:**

Herbal/traditional products accounted for around one sixth of overall consumer health value in Sweden in 2023,. During 2022 and 2023, the high rate of inflation resulted in increased manufacturing and distribution, which placed pressure on margins. However, manufacturers were hesitant to pass on their increased costs to consumers out of fear of driving them to cheaper, competing brands. Nevertheless, most subcategories suffered a decline in constant value terms, due to lower levels of household...

Euromonitor International's Herbal/Traditional Products in Sweden 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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October 2023

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