

Herbal/Traditional Products in Turkey

Market Direction | 2023-10-04 | 24 pages | Euromonitor

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Report description:

Herbal/traditional medicine has a long history in Turkey, and many consumers feel herbal/traditional products are safer and have fewer side effects than man-made alternatives. For these reasons, many Turkish parents feel more confident using herbal/traditional options when medicating their children. Many of them are also prepared to pay a premium for herbal/traditional products. Turkish consumers often self-medicate by using traditional herbs and spices purchased from so-called "aktar" shops to...

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 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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New products create interest

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