

## **Herbal/Traditional Products in the Netherlands**

Market Direction | 2024-09-24 | 22 pages | Euromonitor

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### **Report description:**

Herbal and traditional products are gaining traction among Dutch consumers, driven by a sustained preference for natural formulations that minimise the risk of side effects and avoid chemically-based or artificial ingredients. This trend reflects a broader shift towards natural solutions in consumer healthcare. Herbal dermatological products, for example, are experiencing robust growth, as promotions target individuals suffering from skin irritation. With a high proportion of Dutch adults affect...

Euromonitor International's Herbal/Traditional Products in Netherlands report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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Euromonitor International  
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HERBAL/TRADITIONAL PRODUCTS IN THE NETHERLANDS

KEY DATA FINDINGS

2024 DEVELOPMENTS

Herbal and traditional products benefit from growing consumer interest  
Biohorma retains its leadership, while Weleda continues to earn consumer trust  
Drugstores dominate distribution, although recent price increases have led to a shift towards e-commerce

PROSPECTS AND OPPORTUNITIES

Consumers will continue to seek out natural remedies, especially to alleviate cough, cold and allergy symptoms  
Active lifestyles will drive herbal/traditional topical analgesics, while there will be further potential for more natural dietary supplements  
Private label will continue to gain traction, thanks to competitive pricing and improved variety

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