

Herbal/Traditional Products in Kazakhstan

Market Direction | 2024-10-08 | 23 pages | Euromonitor

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Report description:

Herbal/traditional products registered moderate volume growth in 2024, with sales driven by rising health consciousness in Kazakhstan since the pandemic. The population is more attentive to their health and wellbeing and is paying closer attention to the composition of the drugs, their effectiveness, and side effects. The popularity of herbal preparations has therefore increased, especially for milder complaints, as more consumers perceive them to be safer, but effective options, with fewer side...

Euromonitor International's Herbal/Traditional Products in Kazakhstan 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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2024 growth supported by rising health consciousness and fewer side effects of herbal preparations

Busier lifestyles drive demand for herbal/traditional sleep aids

Herbal/traditional products remains a highly fragmented market in 2024

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Reputation of being safer and effective will support further growth

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Self-medication/self-care and preventive medicine

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