

Herbal/Traditional Products in Lithuania

Market Direction | 2024-10-09 | 21 pages | Euromonitor

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Report description:

Herbal/traditional products is posting moderate growth in terms of volume sales but falling in terms of current value sales in Lithuania in 2024. Local consumers still prefer standard OTC products, as they seek solutions that they believe will act quickly and effectively. However, they will often turn to herbal/traditional alternatives when seeking to tackle soft symptoms of various ailments and diseases.

Euromonitor International's Herbal/Traditional Products in Lithuania 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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HERBAL/TRADITIONAL PRODUCTS IN LITHUANIA

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Eucarbon Herbal leads herbal digestive remedies brands, while Sinupret maintains overall category lead

Local player Valentis gains value share in 2024

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Sleep aids likely to see volume rises while Valentis benefits from strong reputation for paediatric solutions

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Self-medication/self-care and preventive medicine

Switches

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