

Herbal/Traditional Products in Turkey

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

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Report description:

While medicated OTC products traditionally dominated the consumer health industry, rising awareness surrounding drug-free products has benefited the herbal/traditional landscape. Players in the category continue to look at the wider consumer health industry and invest in innovative solutions with their herbal formulations increasing in demand. For example, in 2023, Cuca, a food supplement containing 20% fig extract, was offered for sale in pharmacies by Pharmacisa. Figs have a high fibre content...

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 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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Self-medication/self-care and preventive medicine

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