

## **Herbal/Traditional Products in Ukraine**

Market Direction | 2024-10-10 | 25 pages | Euromonitor

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### **Report description:**

Herbal/traditional products have a long history of usage in Ukraine with many people having some knowledge about a diverse range of medicinal herbs and their healing properties. Some Ukrainians used to brew tea made with self-picked herbs (eg camomile, valerian, yarrow, St John's Wort, motherwort, rosehip, oak bark etc) to target a diverse range of health issues related to digestion, stress or skin complaints, among many others. However, with time this tradition faded and now herbal/traditional...

Euromonitor International's Herbal/Traditional Products in Ukraine 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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Euromonitor International

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More consumers turning to herbal/traditional products thanks to the lack of side effects and safer image

Competition remains fragmented with Bionorica retaining the lead

##### PROSPECTS AND OPPORTUNITIES

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Herbal/traditional products paediatric dietary supplements and digestive remedies set to be the two most dynamic categories

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