

## **Herbal/Traditional Products in Romania**

Market Direction | 2024-10-18 | 21 pages | Euromonitor

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### **Report description:**

Herbal/traditional products in Romania will continue to experience robust growth in current value terms in 2024. This is being driven by a rising consumer preference for natural, plant-based remedies, which are perceived as gentler on the body compared to stronger, chemical-based alternatives, as well as having less potential for the development of addiction. Many consumers now opt to start treatments with herbal products, particularly for common issues such as cough, cold, and digestive discomfort.

Euromonitor International's Herbal/Traditional Products in Romania 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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## Table of Contents:

Herbal/Traditional Products in Romania  
Euromonitor International  
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### List Of Contents And Tables

#### HERBAL/TRADITIONAL PRODUCTS IN ROMANIA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Consumers show growing preference for herbal products

Growing trend towards multifunctional products

Expanding availability via e-commerce

##### PROSPECTS AND OPPORTUNITIES

Increasing demand for natural health solutions

Growing preference for local, traditional remedies

Diversification of herbal/traditional products

##### CATEGORY DATA

Table 1 Sales of Herbal/Traditional Products by Category: Value 2019-2024

Table 2 Sales of Herbal/Traditional Products by Category: % Value Growth 2019-2024

Table 3 NBO Company Shares of Herbal/Traditional Products: % Value 2020-2024

Table 4 LBN Brand Shares of Herbal/Traditional Products: % Value 2021-2024

Table 5 Forecast Sales of Herbal/Traditional Products by Category: Value 2024-2029

Table 6 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2024-2029

#### CONSUMER HEALTH IN ROMANIA

##### EXECUTIVE SUMMARY

Consumer health in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for consumer health?

##### MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024

Table 8 Life Expectancy at Birth 2019-2024

##### MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2019-2024

Table 10 Sales of Consumer Health by Category: % Value Growth 2019-2024

Table 11 NBO Company Shares of Consumer Health: % Value 2020-2024

Table 12 LBN Brand Shares of Consumer Health: % Value 2021-2024

Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2019-2024

Table 14 Distribution of Consumer Health by Format: % Value 2019-2024

Table 15 Distribution of Consumer Health by Format and Category: % Value 2024

Table 16 □Forecast Sales of Consumer Health by Category: Value 2024-2029

Table 17 □Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

##### APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

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Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

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