

## **Herbal/Traditional Products in Austria**

Market Direction | 2024-11-21 | 26 pages | Euromonitor

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### **Report description:**

Austria has a long history of using traditional local herbs and botanicals in foods, beverages and other products, including vitamins and dietary supplements, medications, and cosmetics. Therefore, herbal/traditional products continued to record growth in value and volume sales in 2024. Herbal/traditional products are perceived as gentler and more natural while also often having fewer side effects. As such, consumers often opt for herbal/traditional products over those with chemical ingredients.

Euromonitor International's Herbal/Traditional Products in Austria 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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