

Herbal/Traditional Products in Egypt

September 2023

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Herbal/Traditional Products in Egypt - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

High awareness in urban areas leads to positive growth for herbal/traditional tea products Consumers favour herbal/traditional products, believing they are healthier Pharco Pharmaceuticals leads the fragmented landscape in 2023

PROSPECTS AND OPPORTUNITIES

A growing awareness and the preventative healthcare trend, boosts growth Consumers favour herbal and traditional products for cold and flu treatments Pricing remains top of mind when purchasing herbal/traditional products

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DISCLAIMER

DEFINITIONS

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