

# Herbal/Traditional Products in Poland

September 2023

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### 2023 DEVELOPMENTS

Demand for herbal products continues to rise

Herbal sleep aids are gaining traction

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Bright future for the herbal segment

While safety is a clear benefit, the efficacy of herbal remedies will be questioned

Bricks-and-mortar outlets will remain the main sales channel, with e-commerce being integral to omnichannel strategies

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