

# Herbal/Traditional Products in Bulgaria

October 2023

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#### Herbal/Traditional Products in Bulgaria - Category analysis

## **KEY DATA FINDINGS**

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Healthy living trend to continue supporting market expansion Growing awareness boosting self-medication trend Category benefits from trust in traditional medicine

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E-commerce expected to provide opportunities for new market entrants Urban lifestyles to support demand, with women more likely to purchase herbal/traditional products Shift toward natural products to boost demand over the forecast period

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# DEFINITIONS

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