

Herbal/Traditional Products in Bulgaria

October 2023

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Herbal/Traditional Products in Bulgaria - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

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

CATEGORY DATA

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Consumer Health in Bulgaria - Industry Overview

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Self-medication/self-care and preventive medicine

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DISCLAIMER

DEFINITIONS

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