

Herbal/Traditional Products in Kazakhstan

September 2023

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Herbal/Traditional Products in Kazakhstan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Higher prices favour value over volume growth

Herbal/traditional cough, cold and allergy (hay fever) remedies for children

Bionorica is set to remain the leader in a highly fragmented competitive landscape

PROSPECTS AND OPPORTUNITIES

The popularity of herbal preparations is set to grow further

Impulses for the development of local production and brands

Lifestyle trends to boost herbal/traditional sleep aids and topical analgesics

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DISCLAIMER

DEFINITIONS

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