

Herbal/Traditional Products in Romania

September 2023

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Herbal/Traditional Products in Romania - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Natural trend drives up demand and boosts online availability

Growing demand for herbal/traditional analgesics and digestive remedies

Limited innovation and private label involvement

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Further growth expected

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Continued expansion of e-commerce may threaten manufacturer margins

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DISCLAIMER

DEFINITIONS

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