

Herbal/Traditional Products in North Macedonia

October 2023

Table of Contents

Herbal/Traditional Products in North Macedonia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Improved quality of life, and health and wellness trend drive further growth in 2023 Consumers can afford to pay higher prices for more natural herbal/traditional products Fitopharm maintains its lead in 2023

PROSPECTS AND OPPORTUNITIES

Health and wellness and innovation set to support future sales Herbal/traditional paediatric dietary supplements will continue to see strongest growth Social media to play a greater role over the forecast period

CATEGORY DATA

Table 1 - Sales of Herbal/Traditional Products: Value 2018-2023Table 2 - Sales of Herbal/Traditional Products: % Value Growth 2018-2023Table 3 - NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023Table 4 - LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023Table 5 - Forecast Sales of Herbal/Traditional Products: Value 2023-2028Table 6 - Forecast Sales of Herbal/Traditional Products: % Value Growth 2023-2028

Consumer Health in North Macedonia - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture 2023 key trends Competitive landscape Retailing developments What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023Table 8 - Life Expectancy at Birth 2018-2023

MARKET DATA

- Table 9 Sales of Consumer Health by Category: Value 2018-2023
- Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023
- Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023
- Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023
- Table 13 Penetration of Private Label by Category: % Value 2018-2023
- Table 14 Distribution of Consumer Health by Format: % Value 2018-2023
- Table 15 Distribution of Consumer Health by Format and Category: % Value 2023
- Table 16 Forecast Sales of Consumer Health by Category: Value 2023-2028
- Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification Vitamins and dietary supplements registration and classification Self-medication/self-care and preventive medicine Switches

DISCLAIMER

DEFINITIONS

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