

# 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

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# DEFINITIONS

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