



Euromonitor
International

Herbal/Traditional Products in Ireland

September 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Herbal/traditional sleep aids sees robust gains as consumers prioritise natural, preventative options
Trust and certification divide herbal/traditional products
Adaptogen and botanical wellness boom in herbal/traditional products

WHAT'S NEXT?

Irish consumers shift towards clean-label wellness, which is set to drive steady gains
Retail e-commerce and digital transparency to redefine consumer expectations
Functional and medicinal mushrooms, and the grey zone of CBD

COMPETITIVE LANDSCAPE

Mondelez maintains its leading position but loses share
Fragmentation increases as smaller players gain ground with premium wellness

CHANNELS

Pharmacies consolidates its dominance as retail e-commerce maintains growth
Retail e-commerce expected to continue to expand and reshape distribution

ECONOMIC CONTEXT

CONSUMER CONTEXT

COUNTRY REPORTS DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/herbal-traditional-products-in-ireland/report.