



Euromonitor
International

Herbal/Traditional Products in Belgium

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Herbal/traditional products gain momentum as consumers seek natural solutions

Tilman SA leads while Purasana NV and Laboratoire Puressentiel remain dynamic players

Pharmacies continue to lead distribution, however, health and personal care drive growth

PROSPECTS AND OPPORTUNITIES

Herbal/traditional products is set for steady growth, driven by preventive health trends and innovation

Digital and technological innovation will be drivers of growth across the forecast period

Health and wellness is set to remain the core driver of consumer demand

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DISCLAIMER

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