



Euromonitor
International

Herbal/Traditional Products in Croatia

October 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Mojaljekarna.hr reshapes consumer access as digital wellness demand rises

Herbal cough, cold and allergy remedies retain consumer trust and spending

Dea flores phytosix drives digestive remedy dynamism with practical innovation

WHAT'S NEXT?

Steady value growth to persist despite demographic decline

Scientific validation and regulatory recognition to elevate clinical credibility of herbal remedies

Mainstreaming into daily routines to drive cross-category innovation

COMPETITIVE LANDSCAPE

MCM Klosterfrau strengthens lead as fragmentation persists

CHANNELS

Pharmacies leverage expertise to retain shopper trust

Rapid delivery partnerships redefine pharmacy and e-commerce boundaries

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

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-croatia/report.